

INVISIBLE GLASS

WINDOW UNITS

A DRAMATIC NEW MERCHANDISING FORCE

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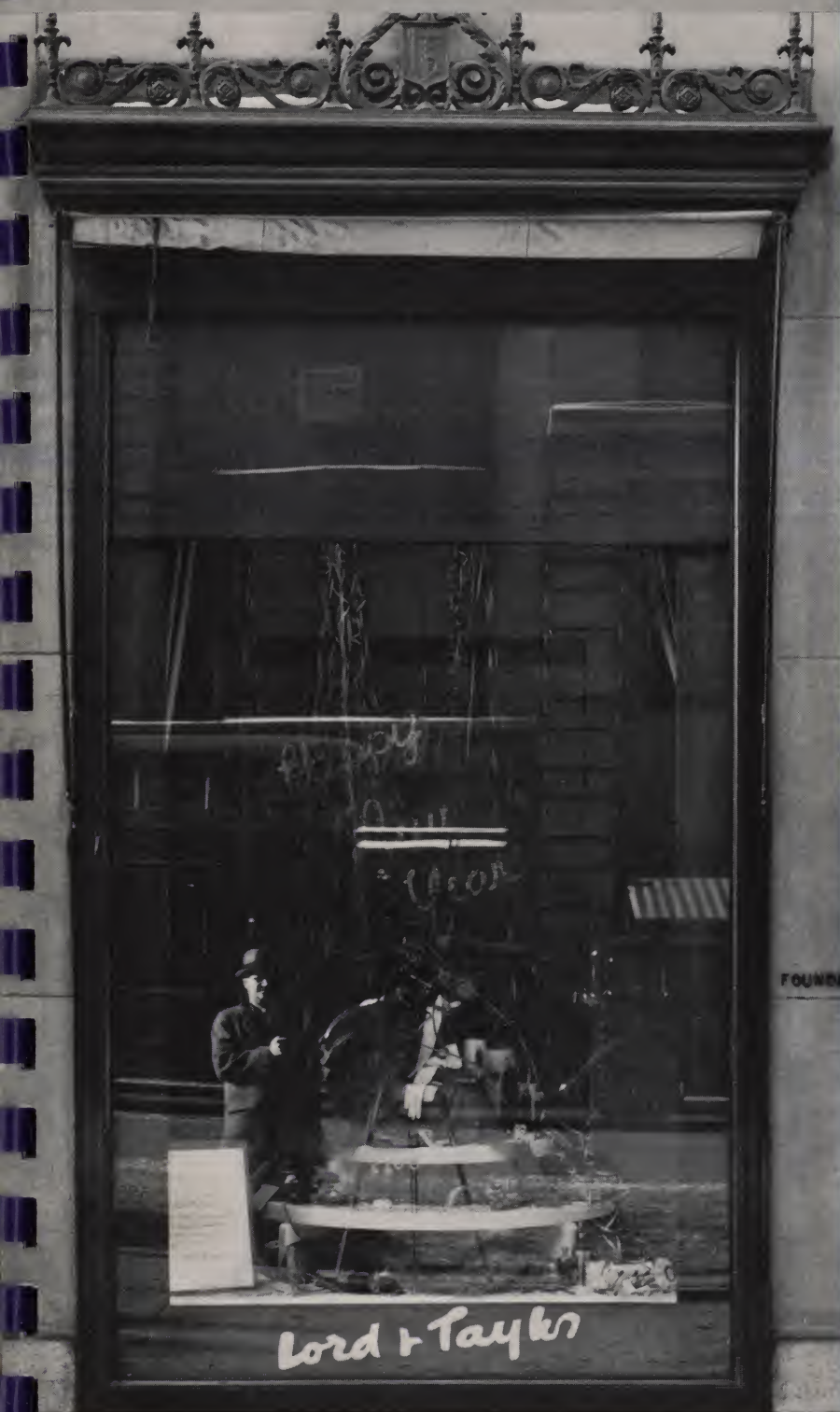
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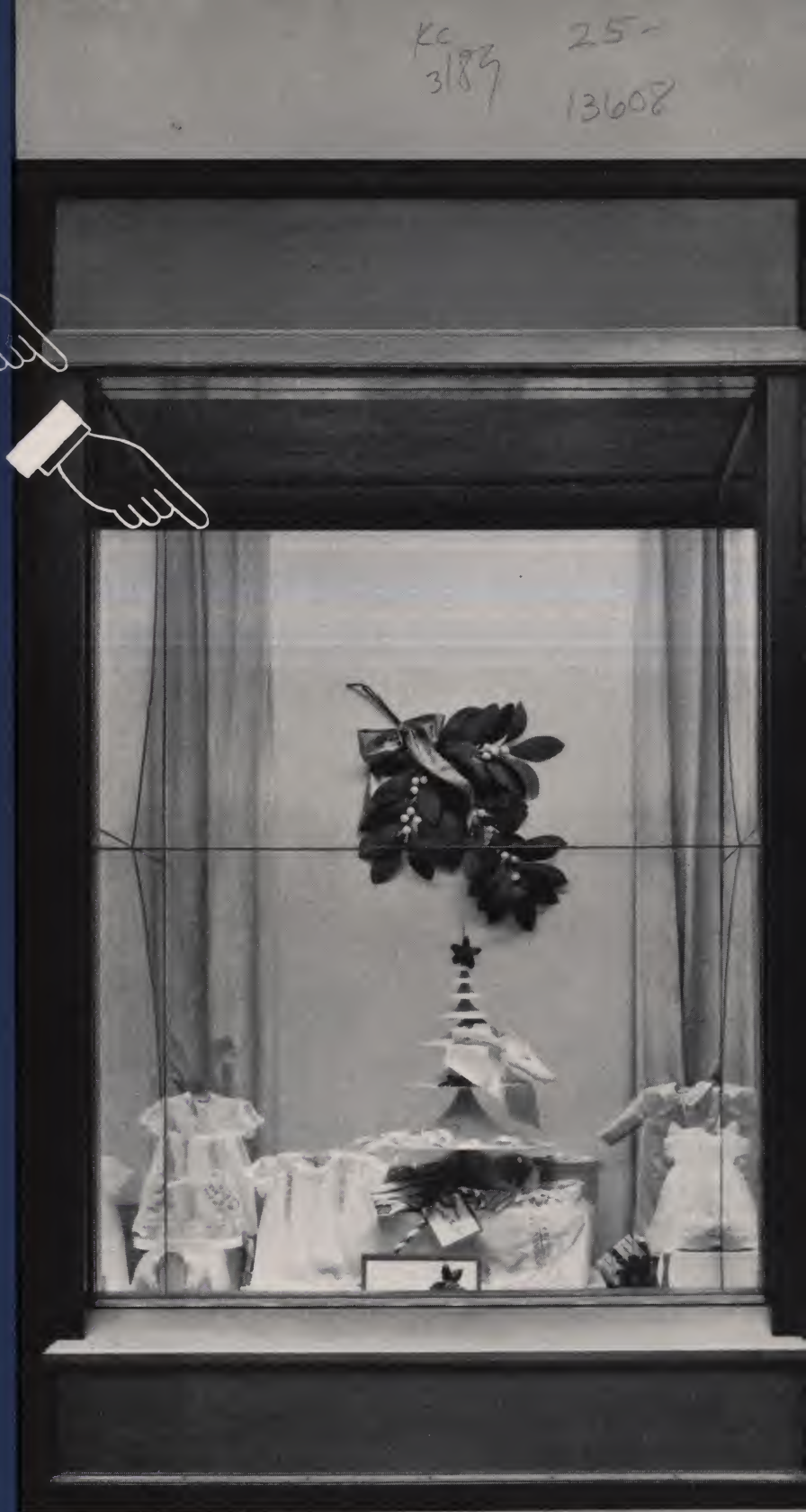
THROUGH FLAT GLASS

THE MERCHANDISING MAGIC OF INVISIBLE GLASS WINDOW UNITS



... starts with an uncanny ability to *stop* people passing by ... to attract, almost to *compel* them into the store. All reflections, which are inevitably present with Flat glass, are wholly and utterly eliminated by this scientifically curved glass ... goods displayed in an Invisible Glass Window Unit or adjacent interior are irresistibly attractive and inviting. The result is being proved every day—Invisible Glass Window Units are a fundamental merchandising force that

INCREASES SALES!



THROUGH INVISIBLE GLASS
WINDOW UNITS

KC 25-
3183 13608

FIRST

DEVELOPED IN ENGLAND

THE MERCHANDISING FORCE OF INVISIBLE GLASS WINDOW UNITS BECAME QUICKLY RECOGNIZED



Invisible Glass Window Units were first developed and installed in England, by the famous E. Pollard & Company, Ltd.

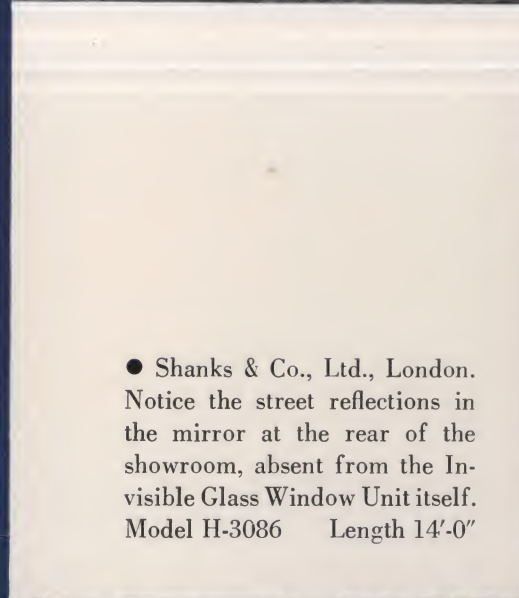
Installations were made for internationally famous department stores, jewelers, wine shops, florists, automobile and electrical showrooms, shoe stores, haberdashers, restaurants, food stores and music shops.

The style centers of the Continent immediately recognized its tremendous advantages, and soon this "invisible" merchandising force made its appearance on the Rue de la Paix, St. Honore, Castiglione and other fashion streets of the Continent.

These installations are typical of the effective use of Invisible Glass Window Units throughout Europe.



● Patrick Motors, Ltd., Birmingham, England. Notice how this long showroom is opened completely by the Invisible Glass Window Unit installation.
Model H-3086 Length 10'-0"



● Shanks & Co., Ltd., London. Notice the street reflections in the mirror at the rear of the showroom, absent from the Invisible Glass Window Unit itself.
Model H-3086 Length 14'-0"



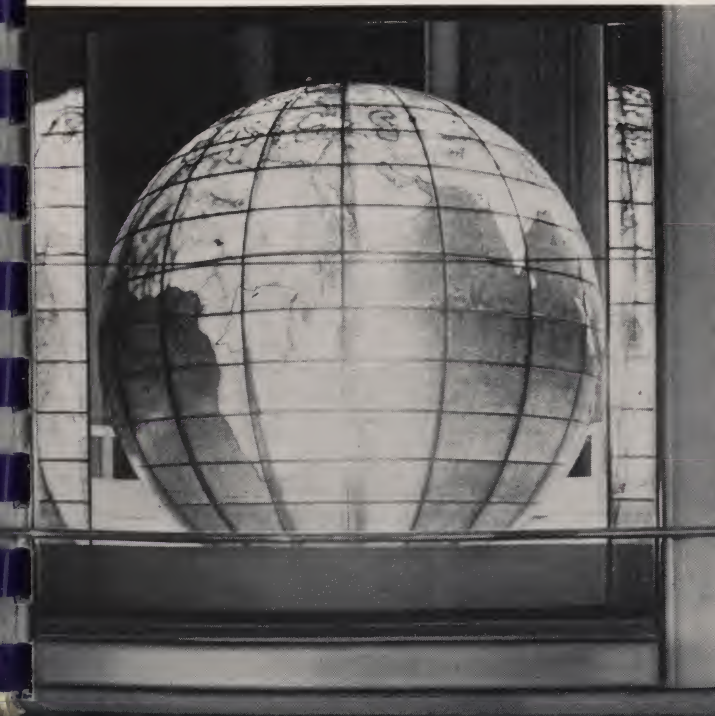
● Henry Heath, Ltd., famous store in Bond Street, London, makes excellent use of two modern windows.
Model H-3086 Length 12'-0"



THE
MUTUAL
STORE

● The Mutual Stores, Melbourne, Australia applies Invisible Glass Window Units to successful merchandising "down under".
Model H-3086 Length 8'-0"

● A striking display-exhibit in the British Pavilion, International Exposition, Brussels, Belgium.
Model H-2086 Length 8'-0"



● Chaussures Cecil, France finds Invisible Glass Window Units effective in stopping passing street traffic.
Model S-3062 Length 10'-0"

● Droz, famous Parisian jeweler, uses Invisible Glass Window Units for powerful merchandising of cultivated pearls.
Model M-3070 Length 5'-0"

● Hupmobile, Ltd. of London gives its cars the sales-making advantages of an open showroom through use of Invisible Glass Window Units.
Model H-3080 Length 12'-0"



SOON THE LIST OF INSTALLATIONS INCLUDED THESE FAMOUS FIRMS:

DEPARTMENT STORES

Elsie Battle, Ltd., Hull
 John Barker & Co., Kensington
 James Beattie, Wolverhampton
 Saml. Bell, Ltd., Southport
 Bentalls, Ltd., Kingston
 Brown Muff & Co., Bradford
 Emily Chilcott, Ltd., Farnham
 E. Dingle & Co., Plymouth
 Edmonds & Sons, Newbury
 Augustus Edwards, Hereford
 Fenwicks, Ltd., Newcastle-on-Tyne
 Ann Frazer, London
 Grant Bros., Ltd., Croydon
 J. & C. Greenman, London
 Edwin Jones & Co., Southampton
 Chas. Mann, Ltd., London
 H. Marshall, Worthing
 Mollie Morrison, Wycombe
 National Fur Co., Ltd., London
 Owen Owen, Ltd., Liverpool
 Paisley Society, Paisley
 Ray & Miles, Ltd., Liverpool
 Treloar & Sons, London
 John Vickers, Ltd., Eastbourne
 Boothroyds, Southport

HABERDASHERS

A. Calder & Sons, Cardiff
 A. Carswell, Glasgow
 Henry Heath, Ltd., London
 Isidore Newman, Sheffield
 Austin Reed, Ltd., Liverpool
 Simpson, Ltd., London
 Harry W. Webb, London

FLORISTS

Blues Garden, London

Pavillon de Flore, London
 Sussex Nurseries, London
 Wills & Segar, Ltd., Kensington
 Wills & Segar, Ltd., London

FURNISHERS

Bouchier Bros., Bridgewater
 Breves Lalique, London
 Dekart Panellings, London
 R. G. Dixon & Co., London
 C. Downing & Sons, London
 Dora Eager, Ltd., London
 Heal & Sons, Ltd., London
 Mark Rowe & Sons, Exeter
 Staines Kitchen Equip., London
 Taylor & Hobson, Ltd., Huddersfield

WINE SHOPS

Godfrey & Duchene, London
 Geo. Peters & Co., Southsea
 Geo. Peters & Co., Portsmouth
 Tyler & Co., Ltd., Chichester
 Tyler & Co., Ltd., Walton-on-Thames
 Watney Combe Reid, Wembley

FOOTWEAR

Babers, Ltd., London
 Manfield & Sons, London
 Revell, Bath
 Saxone Shoe Co., Sheffield
 G. Sturman, Walford
 Thrussell & Son, Cambridge
 Upsons, Ltd., Leicester Square, London
 Upsons, Ltd., (Dorset)
 Upsons, Ltd., Oxford

MOTOR SHOWROOMS

Austin Motor Co., London
 Chas. Baker & Co., Tonridge
 Cedar Service, Fareham
 Citroën Cars, Ltd., London
 Drake & Fletcher, Maidstone
 Ford Motor Co., London
 Henlys, Ltd., London
 Hupmobile, Ltd., London
 Lambert Motor Co.,
 Kingston-on-Thames
 W. Mumford, Ltd., Plymouth
 Patrick Motors, Birmingham
 Reliable Motors, London
 Stratstone, Ltd., London
 Turvey & Co., Ltd., Sunderland
 University Motors, London
 Eustace Watkins, London
 University Motors, Ltd.,
 Piccadilly, London
 Westover Garage, Bournemouth
 Woods Garage, Weybridge

JEWELERS & OPTICIANS

Brook & Son, Edinburgh
 Clement Clarke, Bedford
 W. H. Crouch, Swansea
 L. Feitleson, Ltd., Ilford
 Gibsons, Ilford
 R. Horstmann & Co., Esher
 Raymond P. Lark, Brighton
 L. Rich & Sons, Tunbridge
 H. Samuel, Ltd., Manchester
 Saqui & Lawrence, Bournemouth
 Saqui & Lawrence, London
 Schierwater & Lloyd, Liverpool
 J. C. Vickery, London
 James Walker, Birmingham
 James Walker, Lewisham

PROVISION SHOPS

Bacon Shops, Ltd., Dublin
Cooper & Boffin, Ltd., Oxford
John Gow, Ltd., London
Amos Hinton, Middlesbrough
Hobleys, Barnet
Pearks Dairies, Beacontree
Shaws Stores, Hove
Lockhart Smith, Newcastle
Smith & Vosper, Portsmouth
Tudor Café, Manchester
Chas. Urch, Gloucester
Zeeta, Croydon
Zeeta, Edgeware
Zeeta, Wimbledon
Zeeta, Sutton

TOBACCONISTS

H. L. Abbott, Southend-on-Sea
Angel Botibol, London
Carreras, Ltd., London
Finlay & Co., Ltd., London
M. Slater, London
Tetleys, Ltd., Doncaster
Tetleys, Ltd., Leeds
Tetleys, Ltd., Sheffield

MUSICAL DEALERS

Butlers Radio, S. Chingford
Arthur Day & Sons, Luton
Alec French, Bristol
Vivian Grant, Ltd., Manchester
Radio Service, Edgeware

ELECTRICITY & GAS SHOWROOMS

Alliance & Dublin Gas Co.
Battersea Borough Council
Borough of Woolwich, Woolwich
Carlisle Electric, Carlisle
Congleton Corporation, London
Cornwall Elect. Power Co., Bodmin
Crittall Manfg. Co., London
Finchley Council
Sidney Flavel & Co., London
Gas & Coke Co., London
Gas Company, Nottingham
Hornsey Gas Co., Crouch End
Horsham Gas Co., Horsham
Leicester Electric, Leicester
Littlehampton Gas Co.

London Electric, London
Manchester Electricity Showroom
Newport Electric, Newport
Notting Hill Electric, London
Parkinson Stove Co., London
Joseph Pugsley, Bristol
Shanks & Co., Ltd., London
S. Suburban Gas, Petts Wood
S. Metropolitan Gas Co., London
South Metro. Gas Co., Nottingham
Torquay Electric, Torquay
Torquay Gas Co., Torquay
Wallasey Electric, Wallasey
Westminster Electric, London
Worcester Corp., Worcester

MISCELLANEOUS

Armstrong Siddeley, London
Bennetts, Derby
Brilliant Sign Co., London
Brabons, Brighton
Chas. Buist, Newcastle
A. Day, Luton
Dinsmore Manor, Hereford
Mary Duthill, London
Ellis & Smith, London
Fox & Co., London
J. Sturkie Gardner, Ltd., London
Goodbys, Ltd., Coventry
Hoffman Mfg. Co., Chelmsford
House of Toomer, Newbury
H. M. Office of Works, Imperial War Museum
E. Gordon Hudson, Oxford
Bernard Jackson, Claxton
Lever Bros., Paris Exhibition
Leeds Co-operative Society, Leeds
J. Lyons & Co., Ltd., London
"News Chronicle & Star," London
Pearks Dairies, Wealdstone
Pressed Steel Co., London
Pyrene Co., Brentford
Quality Inns, Ltd., London
Rayner McConnell, London
Sharp & Law, Bradford (Contractors)
Sharp & Law, Preston
Thomas & Thomas, London
Torbay Paint Co., Sheen
Vickers, Ltd., Kingston-on-Thames
J. T. Wailes & Son, York
Whites & Taylors, St. Albans
Wood & Co., Grimsby
Woollett Airey, London

INSTALLATIONS ON THE CONTINENT AND ELSEWHERE

FRANCE

Montp. Actualités, Paris
Mme. Y. d'Ars, Paris
Magasins Réaumur, Paris
Rosemonde, Paris
Antifroisse, Paris
Chaussures Cécil, Paris
Dewachter, Montpellier
Ntle. Radiateurs, Marseilles
Bally-Camsat, Lyons
Primlux, Nantes
Ntle. Radiateurs, Paris
Roneo, Paris
Droz, Paris
R. & R. Mallet, Paris
Ste. Gnome & Rhone, Paris
Frigidaire, Paris
Olivier, Lille
Ets. Tomet, Alençon
Ntle. Radiateurs, Lyons

GERMANY

Peek & Cloppenburg, Berlin
Dr. Grubrau, Berlin
Willy Moser, Bremen
Pichter & Müller, Berlin
Lehman, Leipzig
Conrad Tach, Mannheim
J. Salomonis, Neumanster
J. Salomonis, Berlin

ITALY

Magnoni & Tedeschi, Milan

NETHERLANDS

Gebrs. Lampe, Rotterdam
Con & Verdonck, Amsterdam
I. C. Haan, Haarlem
Pander & Zonen, The Hague

AUSTRALIA

Mutual Stores, Melbourne
Caris Bros., Ltd., Perth

BELGIUM

Chaussures Cécil, Brussels
British Pavilion, Brussels
Ntle. Radiateurs, Brussels

DENMARK

Brodrene Andersen, Copenhagen
Magasin du Nord, Copenhagen

SWEDEN

Ford Motor Co., Stockholm
Svenkst Fenn, Stockholm

NORWAY

Walk-Over, Ltd., Oslo

AUSTRIA

Herzmansky, Vienna
Leszlo Unger, Vienna
H. Stoessler, Vienna

CZECHOSLOVAKIA

Eisner, Prague
Albert Stern, Brunn
Ferd. Hirsch, Prague

POLAND

Chocolat Suchard, Warsaw

AFRICA

Grand Bon Marché, Algiers
Stuttaford, Johannesburg
Stuttaford & Co., Cape Town
Cleghorn & Harris, Cape Town
Brimble & Briggs, Cape Town

FIRST AMERICAN INSTALLATION

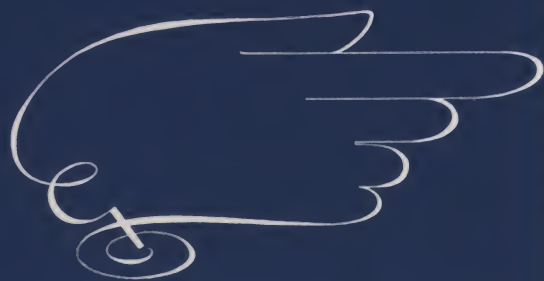
MARCUS & COMPANY, NEW
YORK, say, one and a half years
later, "Publicity Alone Worth
\$5,000 a Year."



This first installation
by the Invisible
Glass Company of
America, Inc. proved
Invisible Glass
Window Units as de-
veloped and per-
fected for American
requirements, thor-
oughly practical
for progressive
American retailers—
and quickly proved
their power to in-
crease sales.

Model S-3659
Length 2'-8 $\frac{3}{4}$ "

THIS LETTER
TELLS THE EXPERIENCE
OF MARCUS & COMPANY
WITH INVISIBLE GLASS
WINDOW UNITS



WILLIAM ELDER MARCUS
PRESIDENT & TREASURER

CHAPIN MARCUS
VICE PRESIDENT & SECRETARY

MARCUS & Co.
· JEWELERS ·
FIFTH AVENUE AT FIFTY-THIRD STREET
· NEW YORK ·
WICKERSHAM 2-7100

May 14, 1937

Mr. A. C. F. Keleher
Invisible Glass Company of America, Inc.
33 West 60th Street
New York, N. Y.

Dear Mr. Keleher:

It occurs to me that you would like to know that we are more than satisfied with the Invisible Glass windows which have now been installed for over a year and a half. When they were first installed, we anticipated that their novelty would attract a good deal of attention and elicit favorable comments. However, I am glad to say that the public is displaying as much interest in them today as they did when they were first installed. People stop to look and comment and in a great many instances, they come in to the store to tell us how much they appreciate the windows. These comments are very gratifying.

Many people have come from all parts of the City and from the suburbs with the one purpose in mind--to see our windows--and the word of mouth advertising added to the number of people that have come to see the Marcus establishment has proved so beneficial to our prestige that I gladly give you permission to quote me as saying:

"If we had spent \$5,000. per year for five years to publicize the name of Marcus & Company, we would have obtained no more publicity than through having the first Invisible Glass installation in America".

You have a "natural" for the jeweler and I am sure that a great many of the better jewelers can profit by our experience.

Very truly yours,

Kenneth D. Van Cott
General Manager

KVC:FP

"PAID FOR ITSELF FOUR TIMES FIRST YEAR"

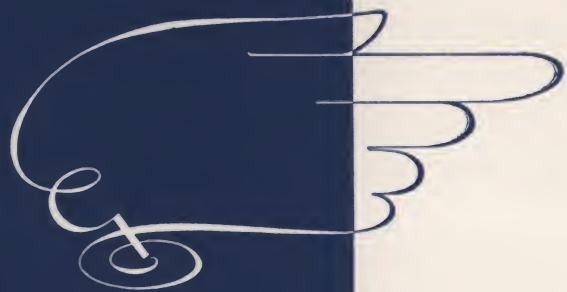
— says Harry Meyers, New York Florist

• Note how window opens up complete interior of store to traffic on the street . . . how it brings every beautiful color — every petal, leaf and stem through vividly clear to traffic *outside* the store!

Model L2080 Length 11' 6"



CREDITS
INVISIBLE GLASS
WINDOW UNITS
WITH INCREASING
SALES 17%



REGENT 4-2660-1-2

NEW YORK'S SMARTEST FLOWER SHOP

CABLE ADDRESS
"MEYFLORIST"



667 MADISON AVENUE

BETWEEN 60TH & 61ST STREETS

NEW YORK

FLOWERS TELEGRAPHED TO ALL PARTS OF THE WORLD

May 12, 1937

Mr. A. C. F. Keleher, Vice President,
Invisible Glass Company of America, Inc.,
33 West 60th Street
New York, N. Y.

Dear Mr. Keleher:

I am happy to tell you that the Invisible Glass window which you installed for us a little over a year ago has been a tremendous success. People stop in front of the window in a constant procession, and the interest in it never seems to let up. No photograph could possibly do justice to the actual window.

I am well satisfied that the window has increased our business considerably. Our gross sales are 35% better than those of a year ago. Obviously some of this increase is due to better general times and our "all white" displays, but I feel that a fair estimate should credit at least half of this gain, or more than 17%, to Invisible Glass.

This greater volume of business means that our window actually paid for itself four times over in the first year that it was installed.

My Invisible Glass investment has served to give the shop an identity and personality that has brought to us many new and valuable accounts. I feel that the increased attention definitely stamps the house as one of the city's outstanding florists.

Very truly yours,

Harry Meyers
Harry Meyers

“**H**AS GIVEN US PRESTIGE...PAYS FOR ITSELF EIGHT TIMES A YEAR”

—say Hale's, New York



with flat glass

Note how visibility is lost when this display is seen through obscuring veil of reflections, inescapable with flat glass. It's virtually impossible to see inside the store.



with Invisible Glass
Window Units

What seems a miracle takes place! Color schemes throughout the store come alive . . . rich fabrics and textures reveal their full beauty . . . every detail of design and finish go to work!

Model L-2676

Length 14'-0"

HALE'S BEDDING STORES, INC.

Specialists in Sleeping Equipment

420 MADISON AVENUE

Bet. 48th and 49th Sts.

NEW YORK CITY

May 10, 1937.

SIMMONS
BEDS

SIMMONS
MATTRESSES

15%

SALES INCREASE

CREDITED TO

INVISIBLE GLASS

WINDOW UNITS

Mr. W. E. Mc Cormick
c/o Invisible Glass Company of America, Inc.
33 West 60th St.
New York, N. Y.

Dear Mr. Mc Cormick:

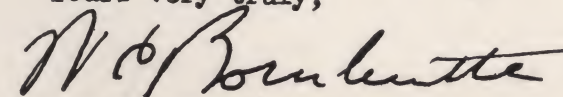
I know you will be interested in an analysis of our sales before and after the installation of your Invisible Glass window.

We found in a six months period following your installation that our sales increased 32% over the same period in the preceding year. During the six month period prior to the window installation our sales had increased only 17% over the same period in the preceding year. Therefore there is at least a 15% increase which can be attributed to nothing but the use of Invisible Glass.

This increase in business is highly pleasing to us. The window is paying for itself at the present rate eight times a year.

Our window is working for us both day and night and has brought our establishment out of the neighborhood class and given us prestige of considerable extent.

Yours very truly,



HALE'S BEDDING STORES, INC.

WCB:CH

"DEFINITE SALES INCREASE NOTED ON GOODS SHOWN IN INVISIBLE GLASS WINDOW UNITS"

—report C. G. Gunther & Sons, New York Furriers



• It's well recognized that women respond to *richness* and *luxury* when associated with furs. With Invisible Glass Window Units the subtle differences of color and quality become clear and vivid . . . clever lines and designing are instantly and fully seen.

Model L-2676

Length 7'-0"



INVISIBLE GLASS

WINDOW UNITS

CONSIDERED ONE

OF MOST IMPORTANT

MERCHANDISING

DEVELOPMENTS IN YEARS



BERNARD G. GUNTHER
CHAIRMAN BOARD OF DIRECTORS

C. G. GUNTHER'S SONS

ESTABLISHED 1820

FURS

666 FIFTH AVENUE
NEW YORK

TELEPHONE VOLUNTEER 5-3440

OFFICE OF THE PRESIDENT

May 10, 1937

Mr. W. E. Mc Cormick
Invisible Glass Company of America
33 West 60th Street
New York, N. Y.

Dear Mr. Mc Cormick:

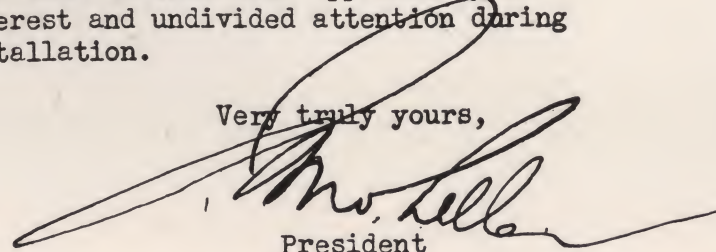
We are quite sure that you will be interested in having some expression from us at this time on the new Invisible Glass Windows installed by you in our shoppe, especially now that they have been in long enough for us to judge the result.

The annoyance of the continual reflection and glare from our old type of windows, together with the poor physical construction of the windows, made it very difficult for us to present displays that were pleasing or productive and it was with this thought in mind that we turned to the use of Invisible Glass.

The new Invisible Glass windows have not only eliminated these bad features, but have given us two windows which are very beautiful in construction and we consider have very greatly improved the facade of our building. We do not hesitate to tell you that we are more than pleased with this installation from every standpoint and particularly in the fact that the displays we are now presenting have actually sold goods and our sales have increased in a most satisfactory manner in the goods we have shown in these new windows. The favorable comments on these windows and displays have been too numerous for us to attempt to relate, both from competitors and customers and we assure you we are very happy to have made this change in our windows, which we consider one of the most important in our business for many years.

We would also like to take this opportunity to thank you for your keen interest and undivided attention during the entire work of this installation.

Very truly yours,


President

IMW:S

“HAVE NEVER DONE ANYTHING BEFORE WHICH HAS BEEN SO SUCCESSFUL”

—reports Biltmore Florists, Los Angeles, Cal.



Model M-2686 Length 10'-0"

RECOMMEND

INVISIBLE GLASS

WINDOW UNITS

TO ANY FLORIST AS

SUCCESSFUL MERCHAN-

DISING FEATURE



GENERAL OFFICES
774 SO. WALL STREET
LOS ANGELES
BILTMORE NURSERIES
AND GREENHOUSES
ELEVENTH & VERMONT
TELEPHONES
LOS ANGELES, MICHIGAN 2222
BEVERLY HILLS, OXFORD 6144
SAN DIEGO, FRANKLIN 6233

BILTMORE FLORISTS



STORES
LOS ANGELES
BILTMORE HOTEL
EIGHTH & WALL STS.
ELEVENTH & VERMONT
WILSHIRE & WESTERN
BEVERLY HILLS
450 NO. BEVERLY DRIVE
SAN DIEGO
EXCLUSIVE FLORISTS
SIXTH & "B" STS.

September 13, 1937

Invisible Glass Corporation,
33 W. 60th Street,
New York, N.Y.

Dear Sir:

Attention: W.E. McCormick

Our installation of invisible glass in
our Biltmore Hotel shop was made about
sixty days ago.

Without any advertising whatsoever, the
first ten days after installation drew
more than thirty thousand people.

We have received city-wide comment about
it and are now preparing for a formal
opening, which we feel will be nothing
short of sensational, judging from the
reaction of the public already.

I don't believe we have ever done any-
thing before which has been quite so suc-
cessful, both in displaying our merchan-
dise and in creating a public interest
in our windows.

We feel we can heartily recommend the
installation of invisible glass to any
florist in the country, as a successful
merchandising feature, and one that
really brings out the beauty and color
of flowers--which is one of the most im-
portant things in our business.

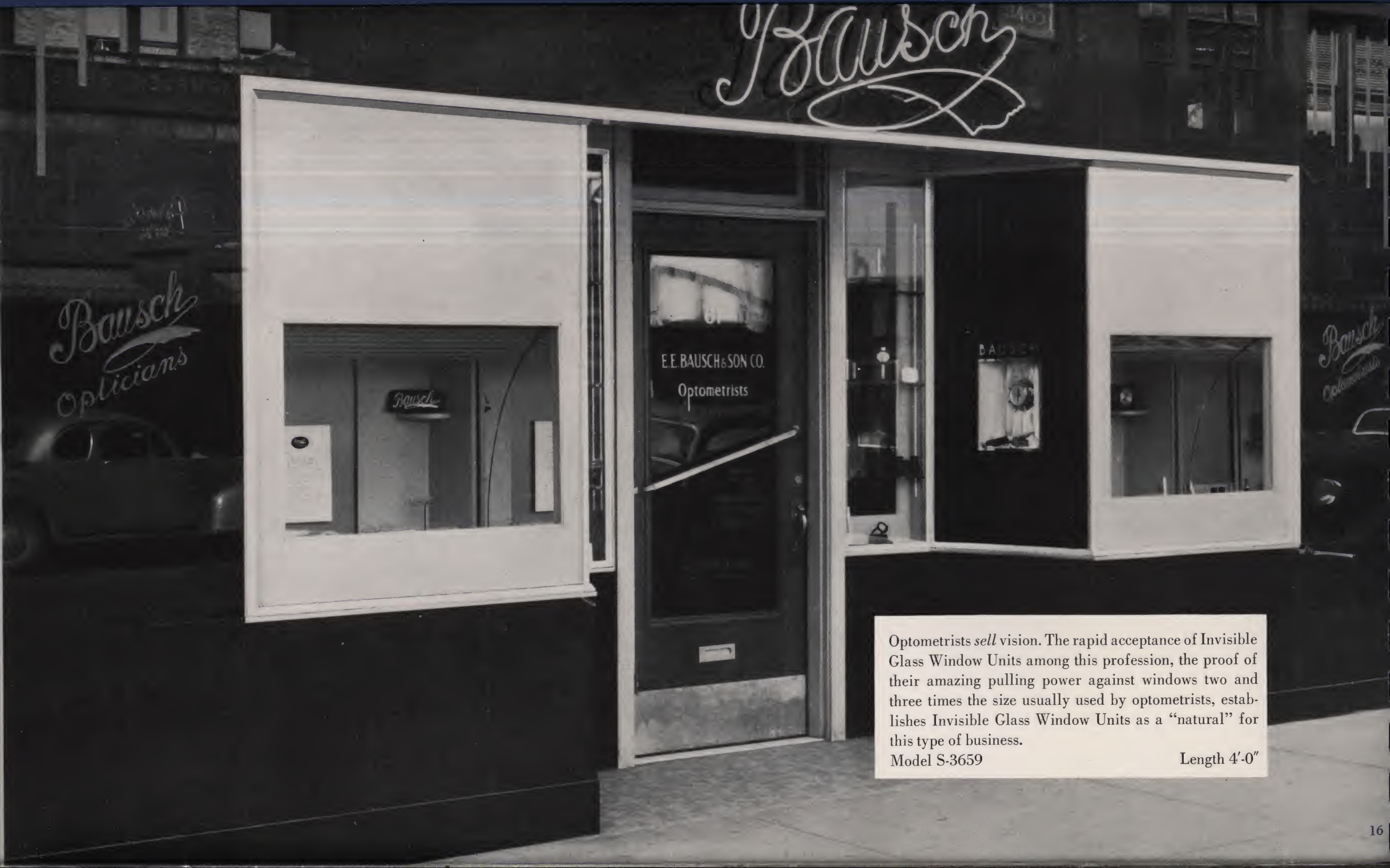
Very sincerely,

Graham W. Dible,
President.

GWD:mmm

"INVISIBLE GLASS WINDOW UNITS CREDITED WITH INCREASING SALES 39%"

—reports Rochester, N. Y., Optometrist



Optometrists *sell* vision. The rapid acceptance of Invisible Glass Window Units among this profession, the proof of their amazing pulling power against windows two and three times the size usually used by optometrists, establishes Invisible Glass Window Units as a "natural" for this type of business.

Model S-3659

Length 4'-0"

ESTABLISHED 1852
6 MAIN STREET EAST - 61 EAST AVENUE
ROCHESTER, N. Y.

April 27, 1937

Invisible Glass Co. of America, Inc.
33 West 60th St.
New York, N. Y.

Attention of Mr. A. C. F. Keleher

Gentlemen:

It might be of interest to you to know that the new windows which were installed on February 20th seem to have improved business at our East Avenue location.

(In March of this year our increase was approximately 56% over March of 1936, while at the Main Street store, for the same period, the increase was only about 17%. We do not know of anything else which would make such a difference except the fact that the windows were in at that time.)

We are passing this information on to you, trusting it will be helpful in producing the same amount of business for concerns who may be contemplating putting these windows in.

With kindest regards, we are

Cordially yours,

E. E. BAUSCH & SON CO.

CRB:L

By

E. E. Bausch

★
TRIED EVERY
KNOWN METHOD
OF BRINGING
PEOPLE INTO SIDE
STREET STORE...THEN
INVISIBLE GLASS
WINDOW UNITS
VIRTUALLY PUT US
“ON THE AVENUE”

Advises East 47th St. Merchant
NEW YORK



Willhouse

5 EAST 47th STREET • NEW YORK • ELDERADO 5-4750

October 20, 1937

Mr. Wm. E. McCormick
c/o Invisible Glass Co.
33 West 60th St.
New York City

Dear Mr. McCormick:

Immediately after our invisible glass window was installed our business showed a marked improvement. We opened a number of new accounts which we attribute directly to our invisible glass. I did not write you sooner for I thought the novelty of our window was responsible for the increase.

As you know, we are in a side street and have tried every known method of bringing people into our shop, and I can say, after ten months, our invisible glass window is creating as much interest as at first-and our sales have further increased.

Invisible glass has virtually put us on the avenue. The window has paid for itself many times over. Do not hesitate to call upon me if I can be of any help in convincing a prospective client of yours.

Very truly yours,

Leon M. Block
Willhouse, Inc.
Leon M. Block

LB/gw

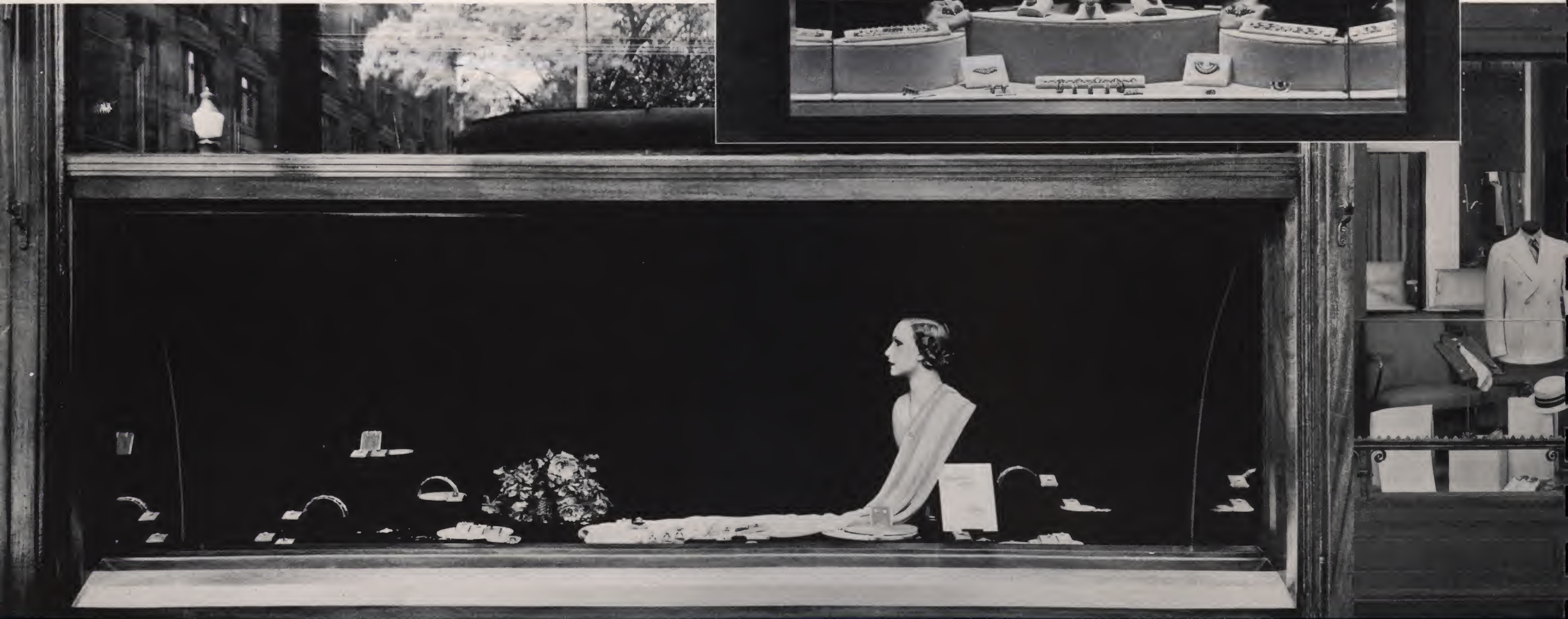
"PAID
FOR ITSELF
MANY TIMES OVER"



JEWELERS

Right
Trabert & Hoeffler, Inc.
Maubossin, Los Angeles, Cal.
Model S-3659 Length 3'-6"

Below
Birks, Montreal, Quebec
Model S-3059 Length 10'-0"



TODAY...IN VIRTUALLY ALL LINES OF RETAIL BUSINESS INVISIBLE

DEPARTMENT STORES

Right
Lord and Taylor,
New York City
Model H-3086 Length 5'-0"

Below
Burdine's, Miami, Florida
Model L-2076 Length 18'-6"



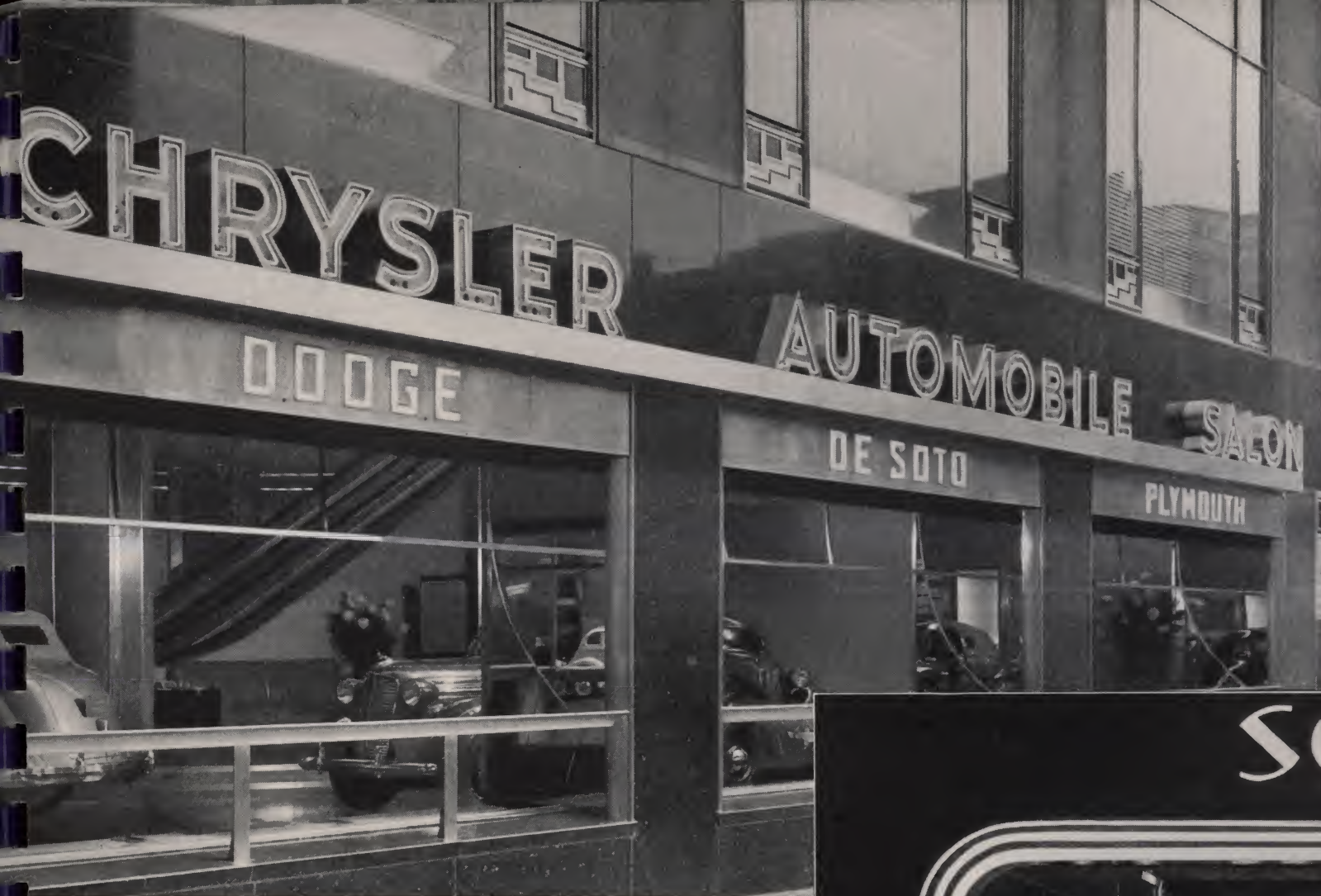
GLASS WINDOW UNITS ARE PROVING THEIR POWER TO INCREASE SALES

GLASSWARE



Steuben Glass Company,
New York City
Model S-3062 Length 11'-0"





AUTOMOBILES

Left

Chrysler Automobile Salon, New York

Model Special

Length 16'-0"

SHOES

Right

Sommers, New York

Model Special S-3062

Length 7'-0"



MEN'S CLOTHING AND FURNISHINGS

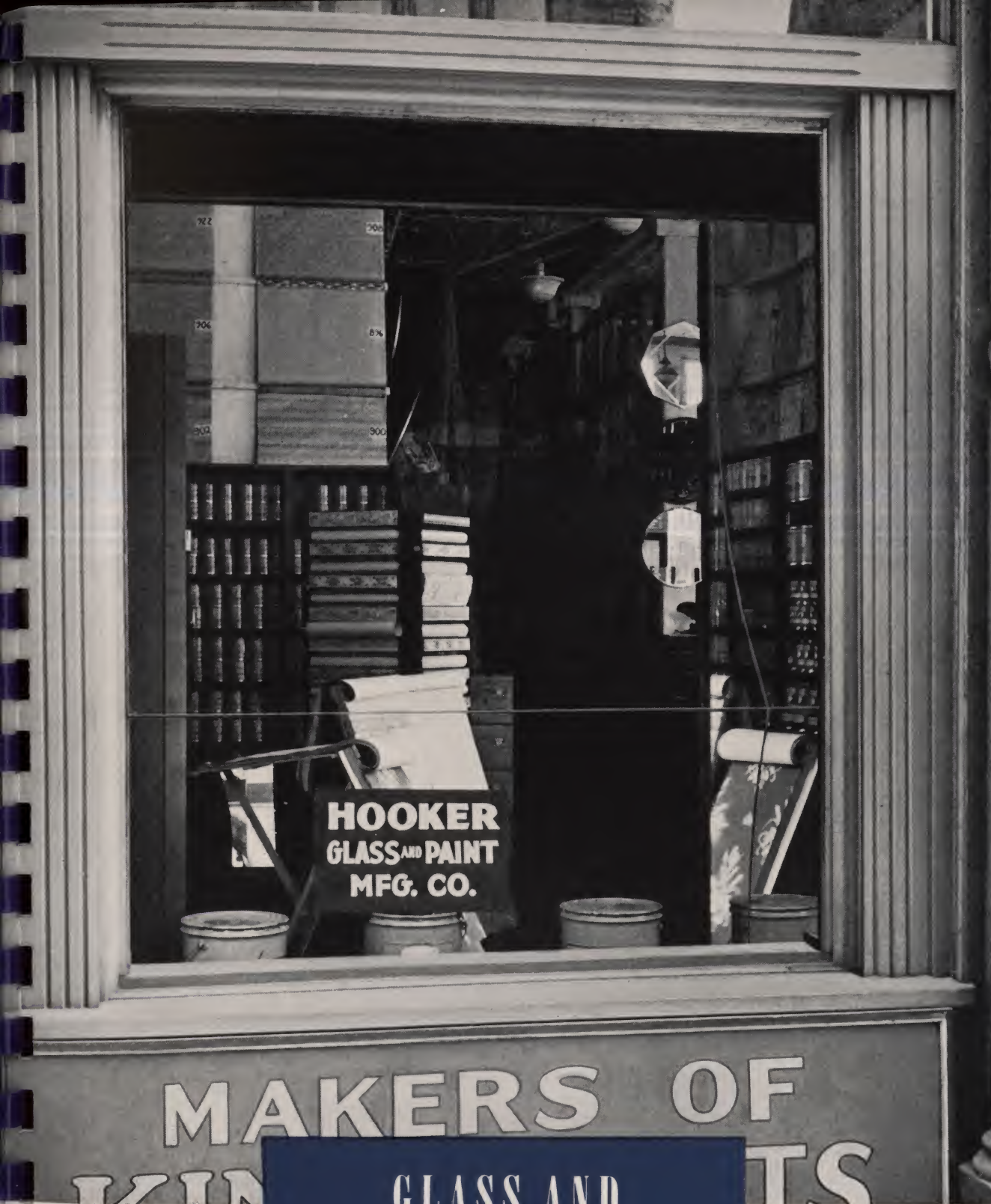


Brooks Brothers, New York City
Model H-3680 Length 8'-0"

Louis Sherry, Inc., New York City
Model S-3059 Length 5'-10 $\frac{3}{4}$ "



CONFECTIONER



GLASS AND PAINT DEALERS

Hooker Glass and Paint Mfg. Co.,
Milwaukee, Wis.
Model L-2080 Length 6'-0"



WINE AND LIQUORS

Cork and Bottle, New York City
Model Special S-3062 Length 8'-0"

WOMEN'S SPORTSWEAR

WOMEN'S GOWNS

G. Fox, Hartford, Conn.
Model H-3086 Length 11'-6"

Peck and Peck,
Cleveland, Ohio
Model Special S-3659
Length 5'-9"

SEA FOOD

Right

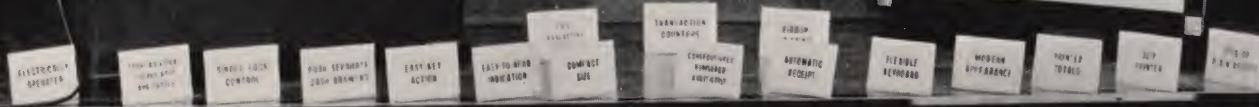
Wynne & Treanor, New York
Model M3070 Length 4'-0"

FROGS LEGS



Never before
has a National
with all
these features
been offered
at so low
a price

THE NATIONAL CASH REGISTER CO.



COMMERCIAL

Left

National Cash Register, Dayton, Ohio
Model S-3062 Length 12'-0"

ALREADY...THE LIST OF AMERICAN FIRMS USING

B. R. Baker Co.	Men's Wear	Toledo, Ohio	G. Fox & Co.	Department Store	Hartford, Conn.
E. E. Bausch & Son Co.	Opticians	Rochester, N. Y.	Gimbel Bros.	Department Store	Philadelphia, Pa.
Childs	Restaurant	New York City	C. G. Gunther's Sons	Furs	New York City
Chrysler International Salon	Motor Showroom	New York City	Hale's Bedding Stores, Inc.	Bedding	New York City
Biltmore Florists	Florists	Los Angeles, Cal.	Wm. Hengerer Co.	Department Store	Buffalo, N. Y.
Broer-Freeman Co.	Jewelers	Toledo, Ohio	Hooker Glass & Paint Co.	Dealers	Milwaukee, Wis.
Brooks Bros.	Men's Wear	New York City	Idaho Glass & Paint Co.	Dealers	Pocatello, Idaho
Burdine's	Department Store	Miami, Fla.	Jenny Shop	Gowns	Cincinnati, Ohio
Edw. A. Caroe	Optician	San Angelo, Texas	Jordan Marsh Co.	Department Store	Boston, Mass.
Continental Baking Corp.	Foods	New York City	S. & N. Katz	Jewelers	Washington, D. C.
Cork & Bottle	Wines and Liquor	New York City	Kaufmann Dept. Stores, Inc.	Department Store	Pittsburgh, Pa.
The Dayton Co.	Department Store	Minneapolis, Minn.	Keensight Optical Company	Opticians	Brooklyn, N. Y.
Joseph Frank & Son, Inc.	Men's Wear	Nashville, Tenn.	S. S. Kresge	Chain Variety	Olean, N. Y.

INVISIBLE GLASS WINDOW UNITS HAS GROWN TO THIS:

H. Lewkowitz	Jeweler	New York City
Lord & Taylor	Department Store	New York City
Maier & Berkele, Inc.	Jewelers	Atlanta, Ga.
Mandel Brothers	Department Store	Chicago, Ill.
Marcus & Co.	Jewelers	New York City
Harry Meyers, Inc.	Florist	New York City
National Cash Register Co.	Commercial	Dayton, Ohio
Owens-Illinois Glass Co.	Glass Products	New York City
Peck & Peck	Sportswear	Cleveland, Ohio
Dr. Roth	Optician	New York City
Saks-Fifth Avenue	Department Store	New York City
Louis Sherry	Confectioner	New York City
Shreve, Treat & Bacret	Jewelers	San Francisco, Cal.
A. F. Smith Co., Inc.	Jewelers	Omaha, Neb.

Sommers, Inc.	Shoes	New York City
Steuben Glass, Inc.	Glass Products	Palm Beach, Fla.
Steuben Glass, Inc.	Glass Products	New York City
Thalhimer Bros., Inc.	Department Store	Richmond, Va.
Tilden-Thurber Corp.	Jewelers	Providence, R. I.
Trabert & Hoeffler, Inc., Mauboussin		
	Jewelers	Beverly Hills, Cal.
Jay Te Winburn	Photographer	New York City
Willhouse, Inc.	Tailor	New York City
Wynne & Treanor	Fish Market	New York City
Wolf & Dessauer	Department Store	Fort Wayne, Ind.
Woodward & Lothrop	Department Store	Washington, D. C.
Worth's	Women's Wear	Waterbury, Conn.
Zell Brothers	Jewelers	Portland, Ore.

HERE'S WHAT
AUTHORITIES
ARE SAYING
ABOUT
INVISIBLE GLASS
WINDOW UNIT ADVANTAGES:

EDWARD S. ARKOW

*Display Mgr., Gimbel Bros.,
Philadelphia*

•

"The advertising value of Invisible Glass Window Units is exceedingly large. The estimate of those who stop to peer in at our new window . . . is well over 400 per hour in the daytime. This is more than six times the previous number."

WILLIAM BAYARD OAKIE, JR.

*New York Display Designer and
Counsel*

•

"To my mind Invisible Glass Window Units are the greatest advance in the field of store front construction, especially as they affect lighting and design, since the introduction of the electric light. They are certainly one of the real achievements of our time."

"APPAREL ARTS"

*Authoritative Apparel Merchandising
Magazine*

•

"... when the Invisible Glass Company of America cleared its last patent, nothingness—non-existence—suddenly became a piece of merchandise. Furthermore, it became an aid to merchandising..."

POLLY PETTIT

Director, New York School of Display

•

"Invisible Glass Window Units are undoubtedly the greatest single step that show window display has taken in many years. They have the magic quality of making the customer desire the merchandise because he is much nearer to it, and of breaking down the long jump toward the completed sale."

WILLIAM PLATT, ARCHITECT

“Flat glass windows offer reflections from the outside that never can be wholly counter-balanced by strong inside lighting. The result is a barrier between the spectator and the display. The curved plate, along with the supplementary equipment supplied by your Company, definitely does solve this problem to an exceptional degree. The window display, and in fact the entire interior comes into an intimate reality when viewed from the outside.”

MARTIN JENTER

President, Jenter Exhibits, Inc., New York

“Invisible Glass Window Units deliver the finest worth in advertising, well beyond window display values. In addition their drawing power makes all other accompanying advertising more valuable.”

NATIONAL GROCERS' BULLETIN

“People living in glass houses should not throw stones. Similarly it won't be long now before grocers everywhere will have to throw out their old-fashioned window glass and install Invisible Glass Window Units.

“And the grocer who keeps in step with the times will install Invisible Glass Window Units because the pulling power of his windows will be increased 100 per cent, as is testified to by the grocers who have pioneered and were the first to install Invisible Glass Window Units in America.”

FLORISTS TELEGRAPH DELIVERY NEWS

“No commercial product of the past few years seems to have been designed expressly for flower shop windows as have Invisible Glass Window Units.”

MEN'S WEAR

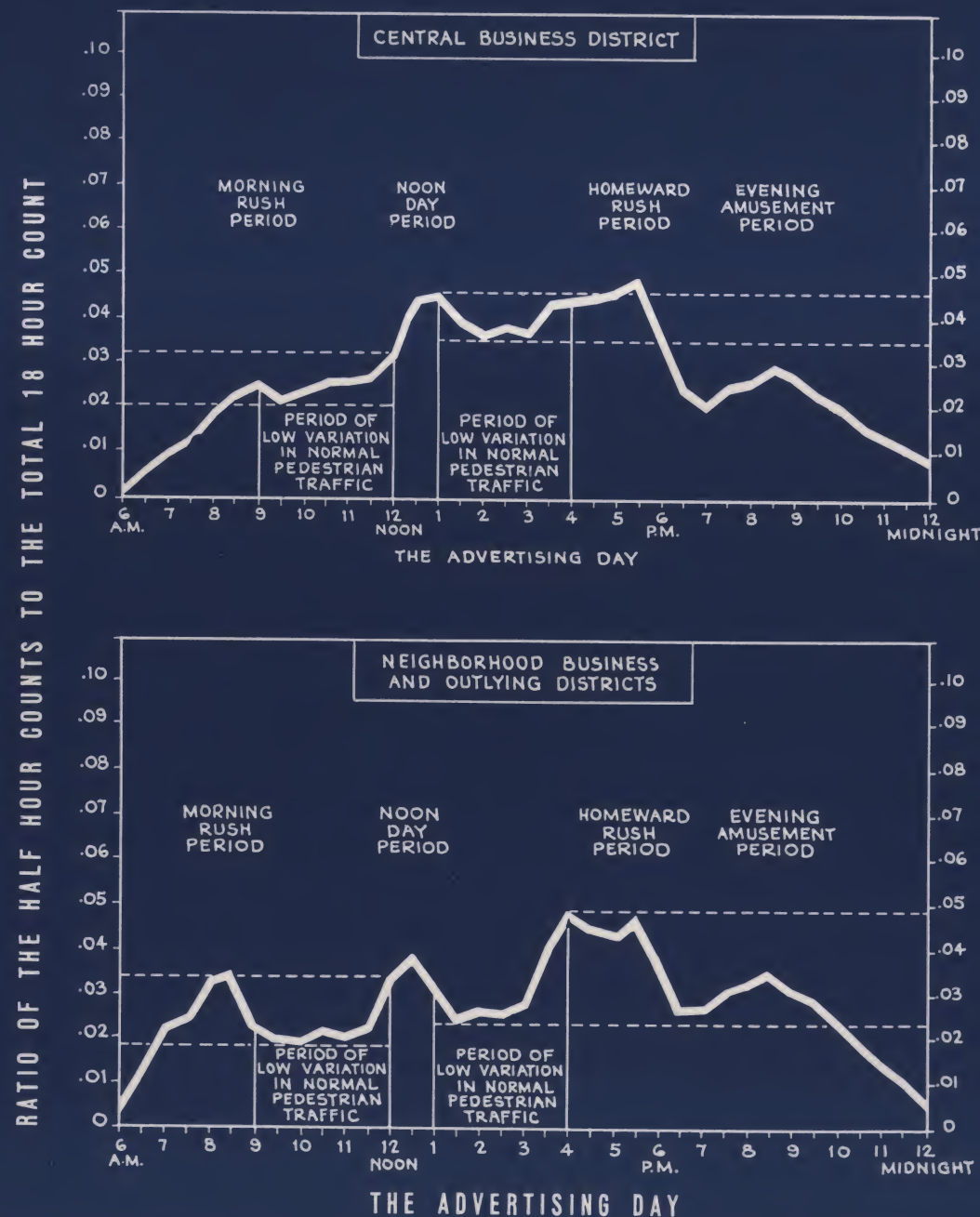
Leading Men's Furnishings Magazine

“The B. R. Baker Company, Toledo, Ohio, recently installed Invisible Glass Window Units with results that have been amazing. Merchandise displayed behind Invisible Glass Window Units was “keyed” and records revealed that there was an immediate call for the particular patterns, color, fabric and style shown, a demand far surpassing the calls for merchandise shown in the other fifteen windows of the store.”

**AND HERE AT A GLANCE
IS WHY INVISIBLE GLASS
WINDOW UNITS
INCREASE SALES**

CHARACTERISTICS OF WINDOW DISPLAY CIRCULATION

The normal variation of window display circulation for the advertising day in the central business district and neighborhood business district.



Reproduced through the courtesy of
The Advertising Research Foundation.



WITH FLAT GLASS remember,
that reflections are *worst* when shopping traffic is
at its *highest*.



WITH INVISIBLE GLASS WINDOW UNITS there are no reflections at *any* time. Their greatest extra merchandising power, in contrast to other windows, is when shopping traffic is at a peak.

WHAT MAKES IT INVISIBLE?

A SIMPLE EXPLANATION. Under certain conditions clean plate glass is transparent. This quality alone would make it ideal for display windows. But that is only part of the story. Plate glass also has two highly polished surfaces, which are decided liabilities. Because polished surfaces, even on transparent glass, cast back a high percentage of the light and shadows falling on them from both sides. The amount of these reflections varies with light conditions, up to the point where glass becomes a perfect mirror and the merchandise in the display window cannot be seen at all.

Sometimes it is possible to concentrate sufficient light intensity on the *inside* of the window to overpower most of the reflections from the outside and thus approach "invisibility". This is true, however, only at night—when sales potential is practically zero. And it is true only when there are no conflicting auto lights, signs, street lamps, or similar sources of reflection.

The truth is that under normal conditions ordinary flat glass is disconcertingly "visible". The reflections ordinarily are far more prominent than the merchandise itself. The result is a confused image and tremendous loss of advertising value and sales effectiveness.

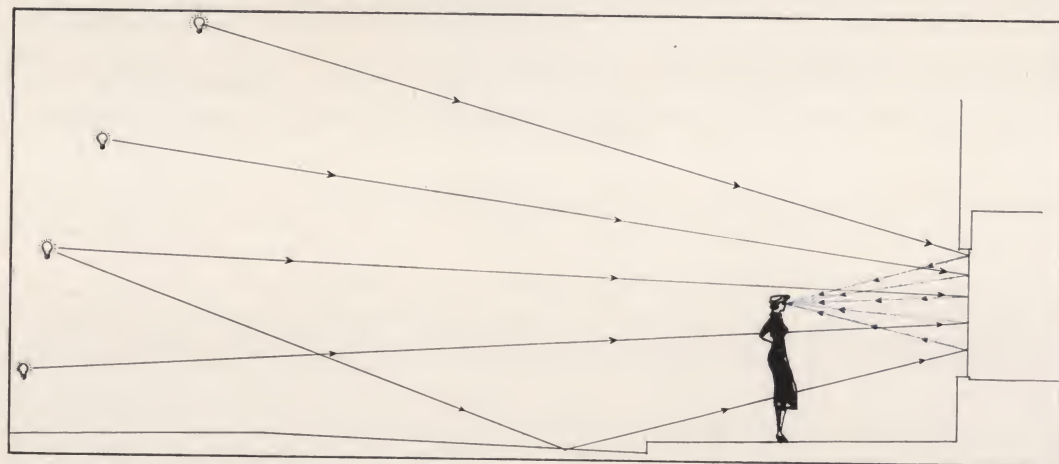


FIG. 1—FLAT GLASS REFLECTION DIAGRAM. This illustrates how objects represented by lamp bulbs across the street or anywhere in front of the window are reflected by flat glass and visible to the eye. Every reflection tends to prevent the passer-by from seeing the merchandise in the window.

Since the reflections are caused by the casting of light... either from a direct light source or reflected from other surfaces, if these reflections can be removed the glass will be "invisible" because there will be nothing on which the eye can focus and *see*. This disposal of reflections can be achieved by curving the glass. The physical law that any surface reflects light on straight lines, the angle of incidence (angle at which light strikes window) being equal to the angle of reflection (angle at which reflection goes back), enables us to calculate the exact curve of glass required.

If the making of an Invisible Glass Window Unit involved merely this bending of plate glass it would be a simple and inexpensive matter to build and install.

But with light and reflections falling on the window from every conceivable direction, the real problem is the development by mathematical formulae of a compound curve, the effect of which is to bury into a dead-black surface (baffle) or put beyond the range of vision *every* reflection that would otherwise be visible.

The drawing below (Fig. 2) indicates how this is done, in comparison with the reflections from ordinary flat glass, (Fig. 1).

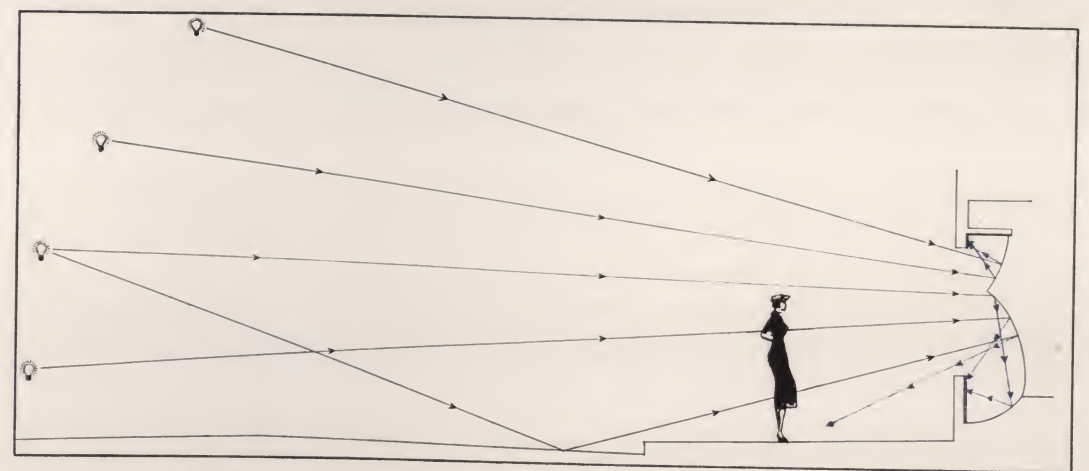


FIG. 2—INVISIBLE GLASS REFLECTION DIAGRAM. This illustrates how every ray of light that would be reflected into the eye of a passer-by is turned back at such an angle that it is buried into the dead black surface of the baffle or is beyond the range of vision.

HOW INVISIBLE GLASS WINDOW UNITS ARE MADE

Each Invisible Glass Window Unit is a carefully calculated combination of finest quality glass, accurate bending, perfectly-fitted mirrors and precision-built chassis—all designed, engineered and assembled with scientific precision.

After determining the size of window opening, depth of window

floor, width of sidewalk, pitch of sidewalk to curb, and pitch of the street, the Invisible Glass engineering department uses scientific formulae and equations to plot the curve of glass to fit these individual conditions. The manufacturing process is then completed in eighteen separate steps.



1 FULL SIZE DRAWING—The engineering department's scaled design is redrawn by skilled draftsmen to the exact size of the window to be installed.



2 PRESSED WOOD TEMPLATES—From the full size drawings pressed wood templates are executed faithfully to the exact measurements of the original glass bending curves.



3 WOOD OR METAL BENDING PATTERNS—From these pressed wood templates the glass bending plant makes identical patterns of wood, or metal, to be used in actually fashioning the molds.



4 BENDING KILN—The glass is bent in a huge bending kiln which can accommodate several large plates of glass at the same time. The molds are made in the sand beds of these kilns.



5 MAKING THE MOLD—The sand mold is made by running the pattern through the sand box from end to end over a pair of carefully leveled steel runners. The molder's sand is then sprinkled with pumice to prevent it sticking to the glass. This operation requires the greatest of skill and craftsmanship, for the finished sand mold must be a faithful reproduction of the original engineering drawing.



6 SELECTING THE GLASS—A sheet of plate glass, $\frac{1}{4}$ inch thick, is carefully selected from the finest silvering quality stock after undergoing thorough tests for bubbles, strings, burns, short finish and other imperfections.



7 FITTING GLASS TO MOLD—The glass is cut to the exact size desired and placed over the sand mold in the kiln. This operation must be handled with mechanical precision to insure true register of the finished bend.



8 BENDING OPERATION—The bending of the glass is done under accurately controlled and distributed temperature conditions. Temperatures are held to a 10-degree tolerance at 1400 degrees F.—just under the melting point—to prevent “running” and thinning out of the bends. The heat is evenly distributed over the entire surface to prevent glass faults, and to insure perfect over-all conformance to the mold. Under these conditions the glass “bends” of its own weight into the perfect shape of the engineer’s pattern after four hours of heating.



9 SLOW ANNEALING PROCESS—The cooling of the glass must be carefully and slowly controlled so that the finished Invisible Glass bend will be tough and elastic. This slow annealing process requires about 16 hours and is done with all the care and scientific exactitude of the heating. At the end of the annealing, the finished bend is removed from the kiln.



10 TRACING ENDS OF THE GLASS BEND—The bent glass is then placed on pressed wood and careful tracings of each end made. The end facings of an Invisible Glass Window Unit are mirrors, and must fit accurately, but with sufficient tolerance to compensate for heat expansion. These accurate tracings are a check to insure the greatest precision.



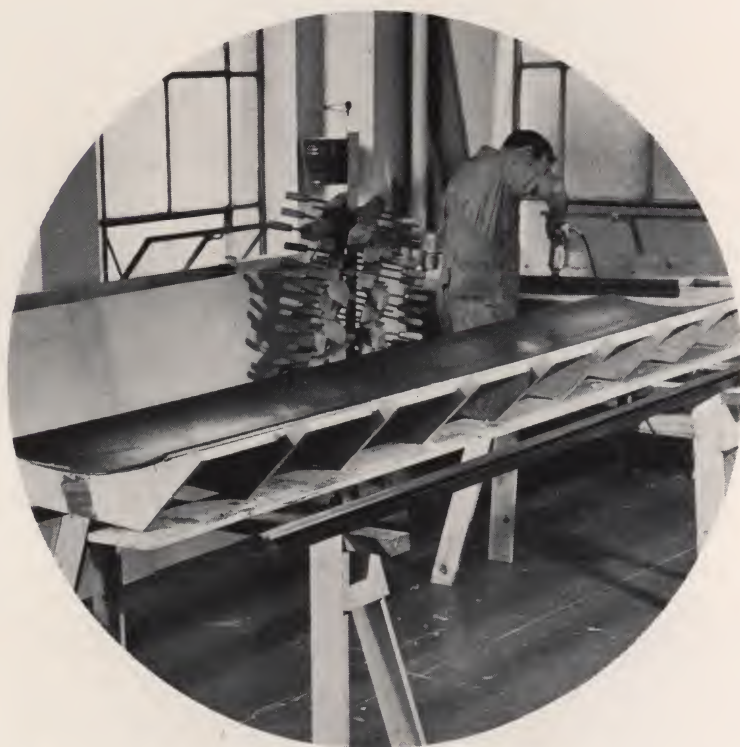
11 CUTTING AND POLISHING MIRRORS—The tracings are used in cutting the mirrors to the exact sizes required. This insures a perfect fit for the glass and mirrors. After cutting the edges of the mirrors, they are carefully ground and polished before they are silvered.



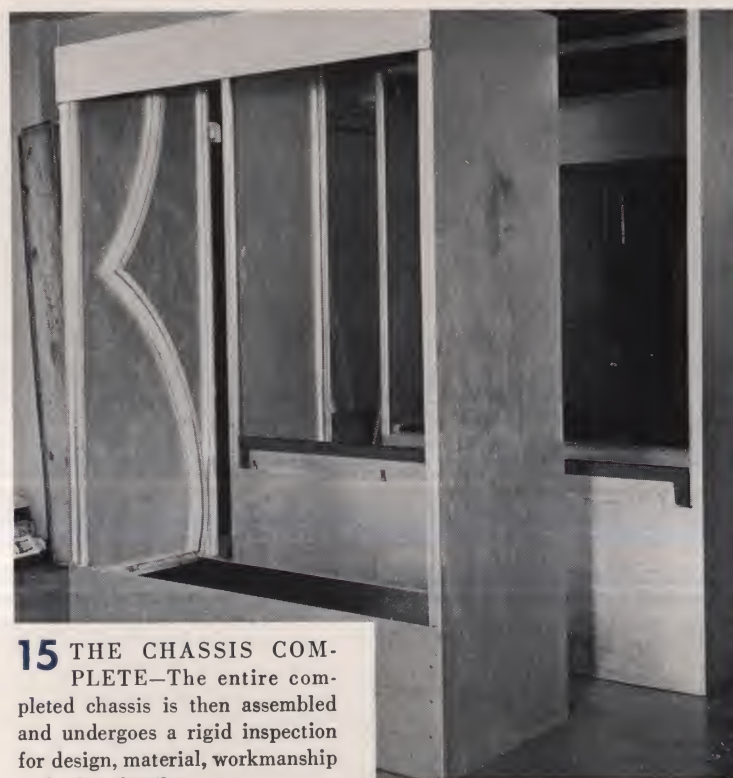
12 LAYING OUT THE CHASSIS—The identical tracing is then scribed onto the end sections of the chassis. One operation is to cut the curved glass stops, or grooves, which hold the bends and mirrors at each end.



13 BUILDING THE END SECTIONS—The end sections are constructed and the curved glass stops fitted to them. The stops are then fitted with a tough latex composition to be ready for the glazing of the bends.



14 ASSEMBLING THE CHASSIS—The remainder of the chassis is constructed and assembled. One operation is to fabricate the formica trough and attach it to the solid bronze gutter. These are built into the bottom part of the chassis.



15 THE CHASSIS COMPLETE—The entire completed chassis is then assembled and undergoes a rigid inspection for design, material, workmanship and other details.



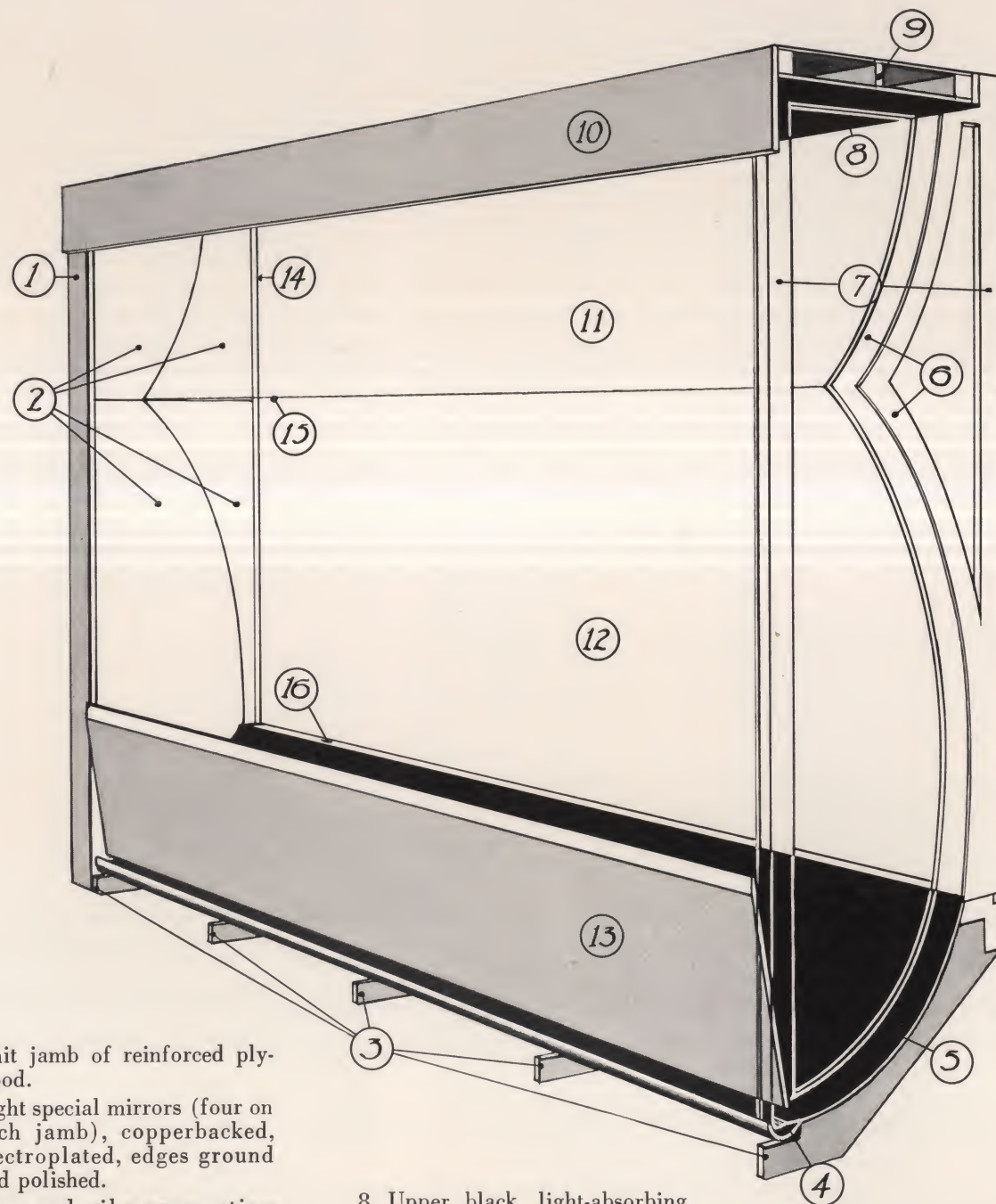
16 THE GLAZING OPERATION—The bent glass is now fitted into the curved glass stops, carefully set into the latex composition and completely glazed.



17 SETTING THE MIRRORS—The mirrors are now fitted carefully into place on each side of the bent glass. The work has been so careful and painstaking that these mirrors fit to complete accuracy along the full sweep of the glass.



18 CRATING AND SHIPMENT—The unit is now packed for shipment, either as a unit, or knocked down for quick reassembly, and shipped to the purchaser for installation in his window. Complete shop drawings are furnished the purchaser at the same time as a working guide.



1. Unit jamb of reinforced plywood.
2. Eight special mirrors (four on each jamb), copperbacked, electroplated, edges ground and polished.
3. Plywood ribs supporting trough.
4. Extruded bronze gutter fitted with heavy ends.
5. Reflecting trough of satin finished formica applied to specially formed four-ply core.
6. Special curved glass stops holding rubber cushion for mounting glass.
7. Mirror beds for support and alignment of jamb mirror surfaces.

8. Upper black, light-absorbing baffle.
9. Laminated roof construction.
10. Pelmet or valance to conceal upper baffle.
11. Upper plate of polished silvering quality glass bent to patented formula.
12. Lower plate of polished silvering quality glass bent to patented formula.
13. Lower, black, light-absorbing baffle, inner face covered with

special weatherproof velvet and hinged to allow the gutter to be cleaned.

14. Interior jamb trim, faced with natural maple to permit finishing to match present store interior woodwork.
15. Cusp bar of non-corrosive metal.
16. Sill rail finished in natural maple to permit matching existing display floor.

HIGH CUSP TYPE

- Ideal for displays of most types of merchandise. Particularly suitable for open showrooms or larger merchandise displays. See pages 1, 21, 24, 26 for photographs of complete installations.

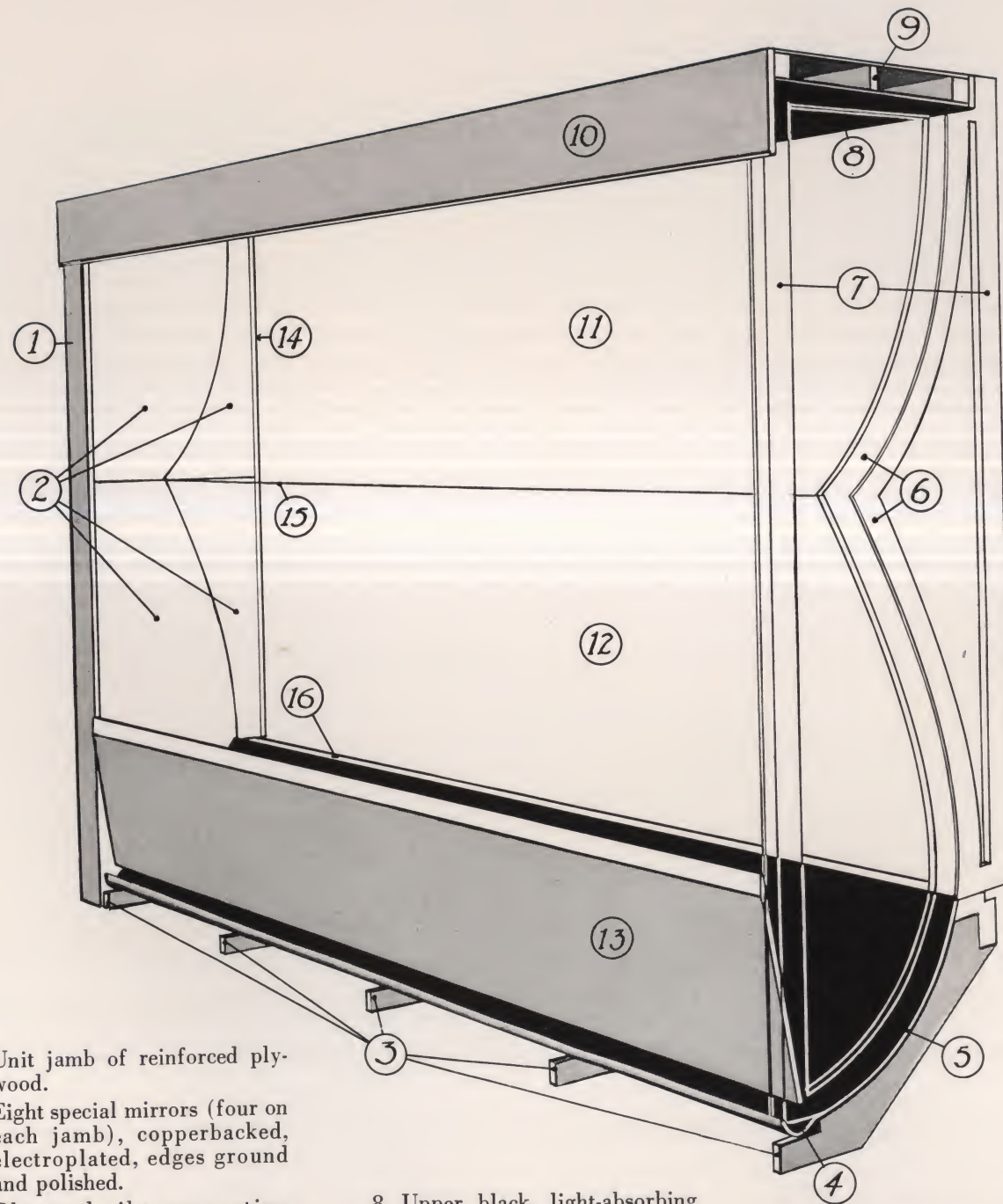
MIDDLE CUSP TYPE

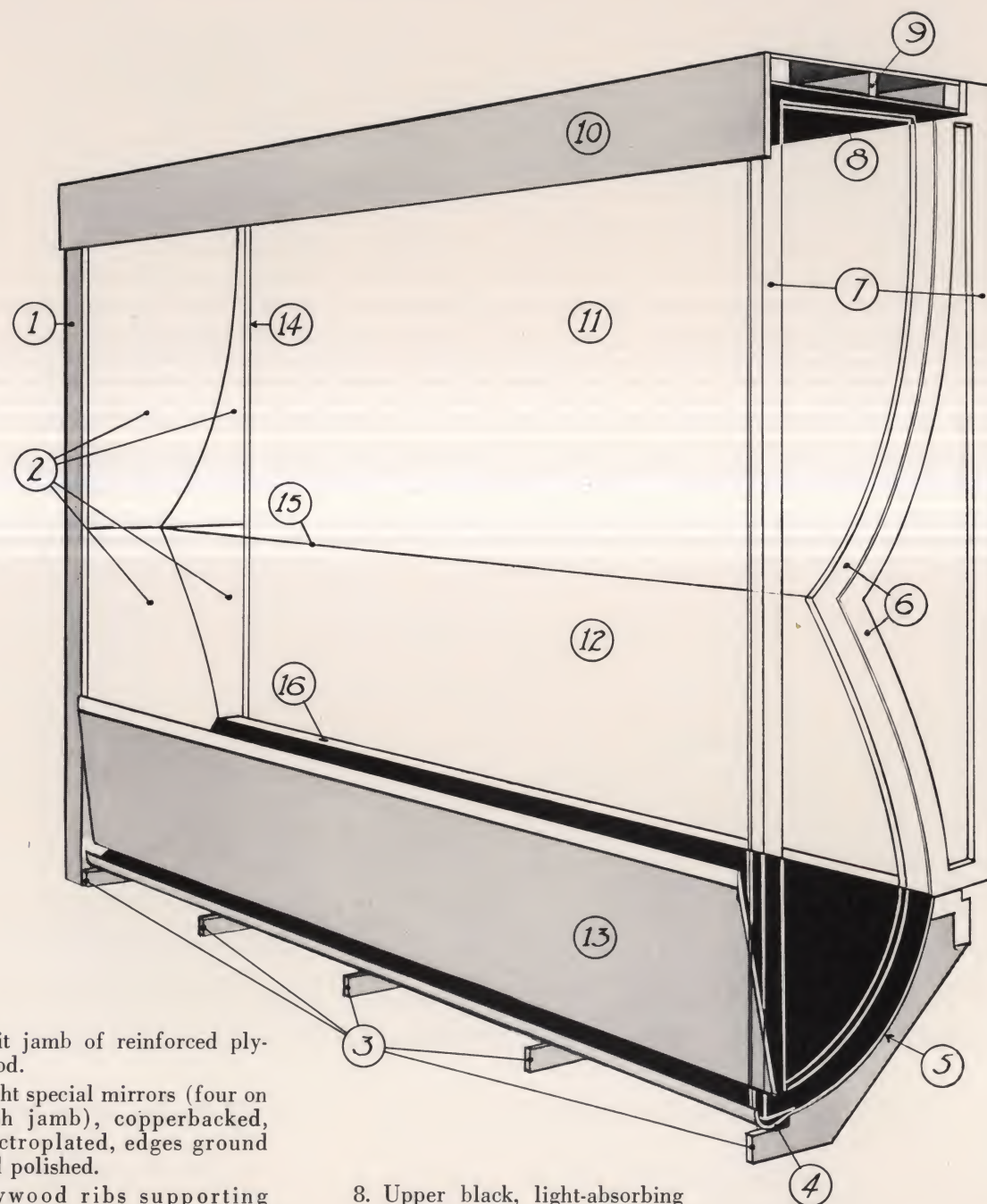
• Requires least window space of the double bend types, and has a very narrow bottom baffle. Particularly suitable for large windows and where display depth space is at a premium. See pages 14, 18, 27 for photographs of complete installations.

1. Unit jamb of reinforced plywood.
2. Eight special mirrors (four on each jamb), copperbacked, electroplated, edges ground and polished.
3. Plywood ribs supporting trough.
4. Extruded bronze gutter fitted with heavy ends.
5. Reflecting trough of satin finished formica applied to specially formed four-ply core.
6. Special curved glass stops holding rubber cushion for mounting glass.
7. Mirror beds for support and alignment of jamb mirror surfaces.

8. Upper black, light-absorbing baffle.
9. Laminated roof construction.
10. Pelmet or valance to conceal upper baffle.
11. Upper plate of polished silvering quality glass bent to patented formula.
12. Lower plate of polished silvering quality glass bent to patented formula.
13. Lower, black, light-absorbing baffle, inner face covered with

- special weatherproof velvet and hinged to allow the gutter to be cleaned.
14. Interior jamb trim, faced with natural maple to permit finishing to match present store interior woodwork.
15. Cusp bar of non-corrosive metal.
16. Sill rail finished in natural maple to permit matching existing display floor.





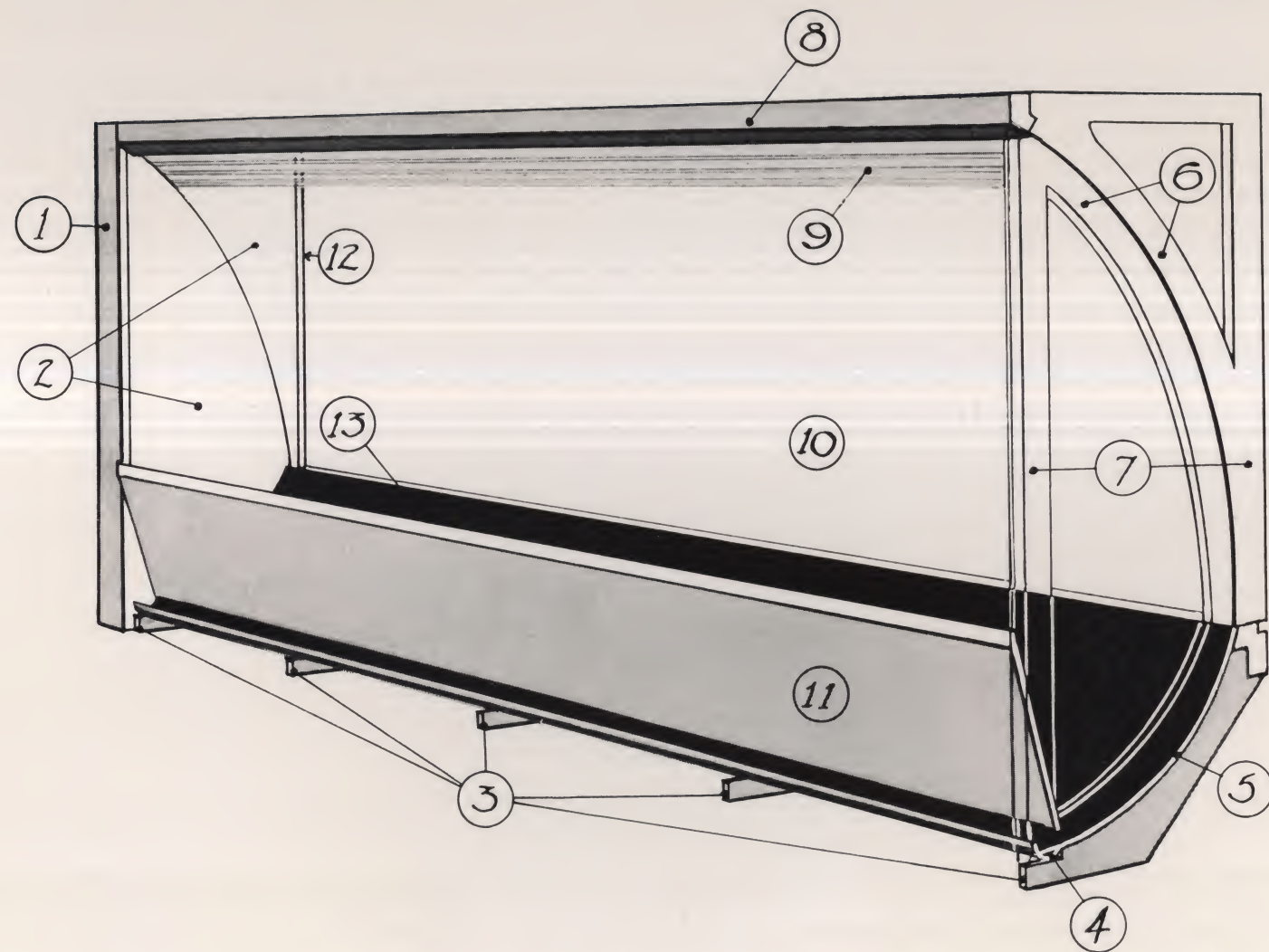
1. Unit jamb of reinforced plywood.
2. Eight special mirrors (four on each jamb), copperbacked, electroplated, edges ground and polished.
3. Plywood ribs supporting trough.
4. Extruded bronze gutter fitted with heavy ends.
5. Reflecting trough of satin finished formica applied to specially formed four-ply core.
6. Special curved glass stops holding rubber cushion for mounting glass.
7. Mirror beds for support and alignment of jamb mirror surfaces.
8. Upper black, light-absorbing baffle.
9. Laminated roof construction.
10. Pelmet or valance to conceal upper baffle.
11. Upper plate of polished silvering quality glass bent to patented formula.
12. Lower plate of polished silvering quality glass bent to patented formula.
13. Lower, black, light-absorbing baffle, inner face covered with special weatherproof velvet and hinged to allow the gutter to be cleaned.
14. Interior jamb trim, faced with natural maple to permit finishing to match present store interior woodwork.
15. Cusp bar of non-corrosive metal.
16. Sill rail finished in natural maple to permit matching existing display floor.

LOW CUSP TYPE

• Designed particularly for tall displays. Provides more display floor space than high cusp type. Also usable for open showrooms. See pages 8, 10, 12, 21, 25 for photographs of complete installations.

SINGLE BEND TYPE

• Particularly designed for dramatic display of small and medium size merchandise. The absence of any division line is a particular feature. See pages 6, 16, 20, 22, 24, 27 for photographs of complete installations.



1. Unit jamb of reinforced plywood.
2. Four special mirrors (two on each jamb), copperbacked, electroplated, edges ground and polished.
3. Plywood ribs supporting trough.
4. Extruded bronze gutter fitted with heavy ends.
5. Reflecting trough of satin finished formica applied to specially formed four-ply core.
6. Special curved glass stops hold-

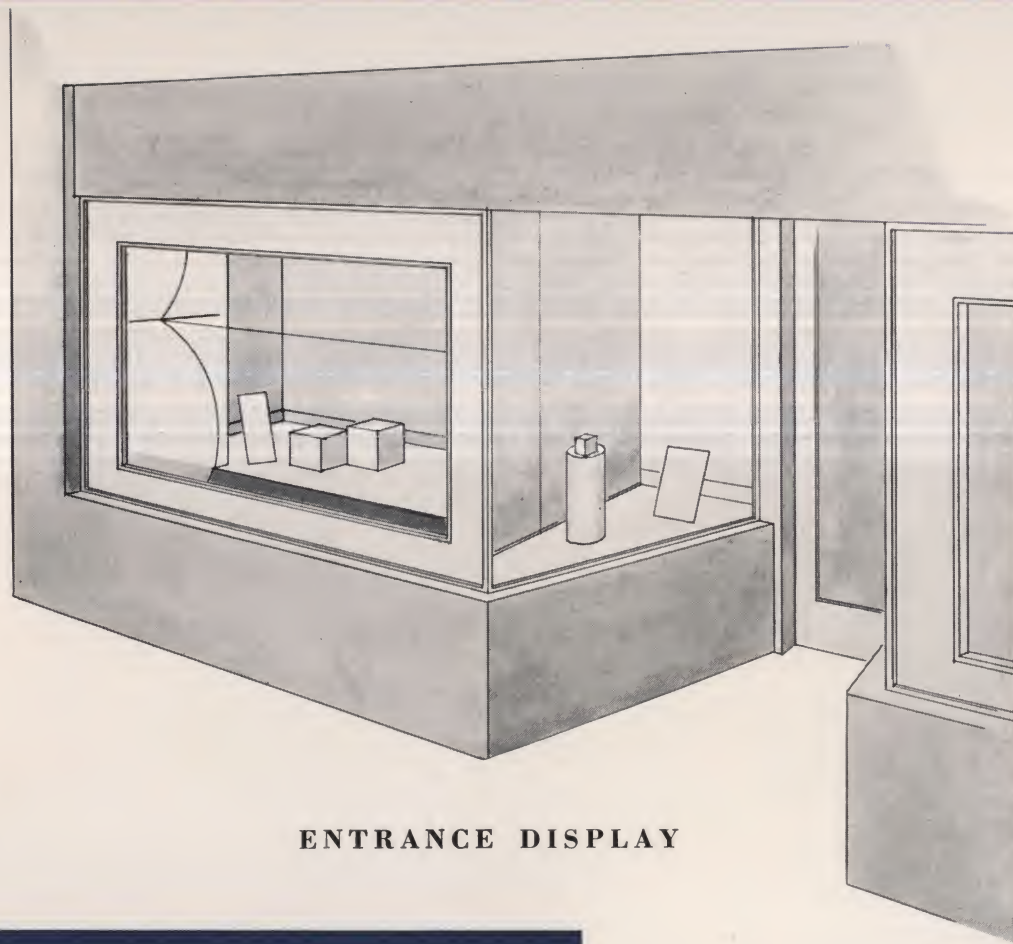
ing rubber cushion for mounting glass.

7. Mirror beds for support and alignment of jamb mirror surfaces.
8. Cross rail at head of window holding special glazing members for proper support of bent glass.
9. Matte surface etching lined on glass for special reflective purposes.
10. Plate of polished silvering

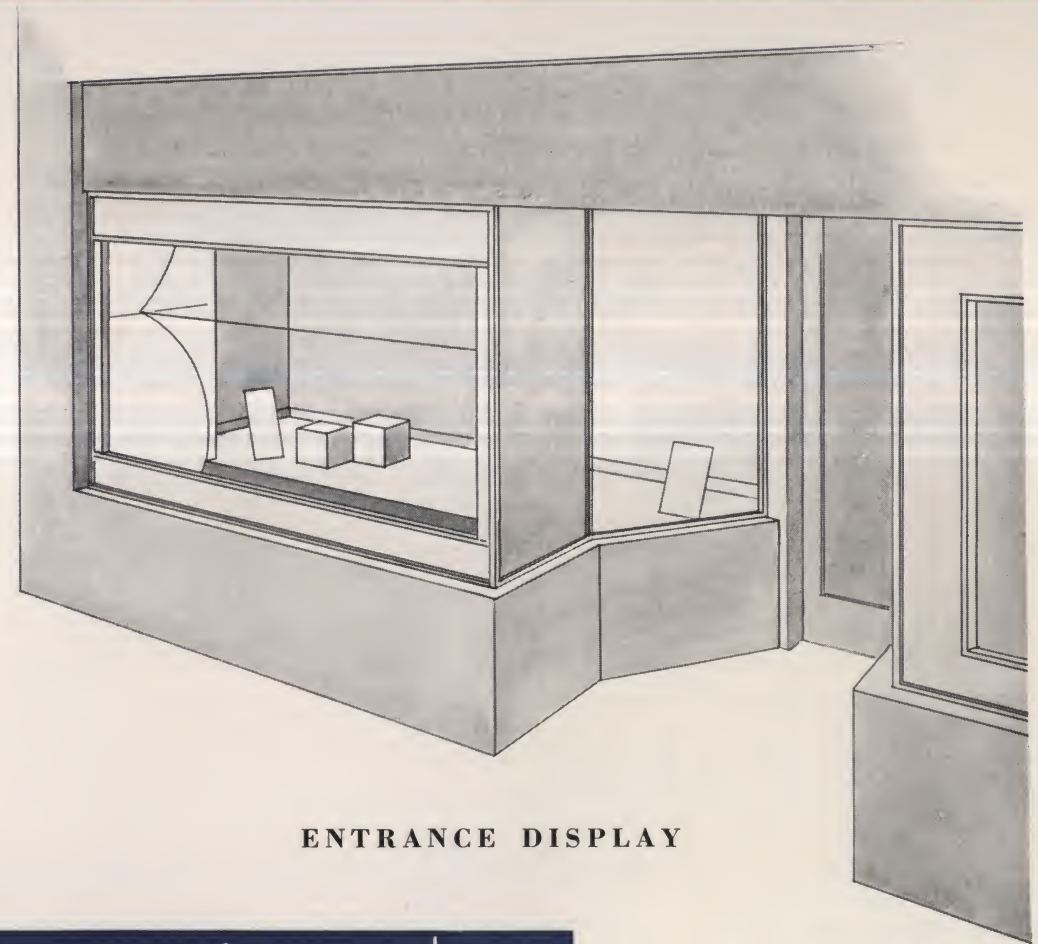
quality glass bent to patented formula.

11. Black light absorbing baffle, inner face covered with special weatherproof velvet and hinged to allow the gutter to be cleaned.
12. Interior jamb trim, faced with natural maple to permit finishing to match present store interior woodwork.
13. Sill rail finished in natural maple to permit matching existing display floor.

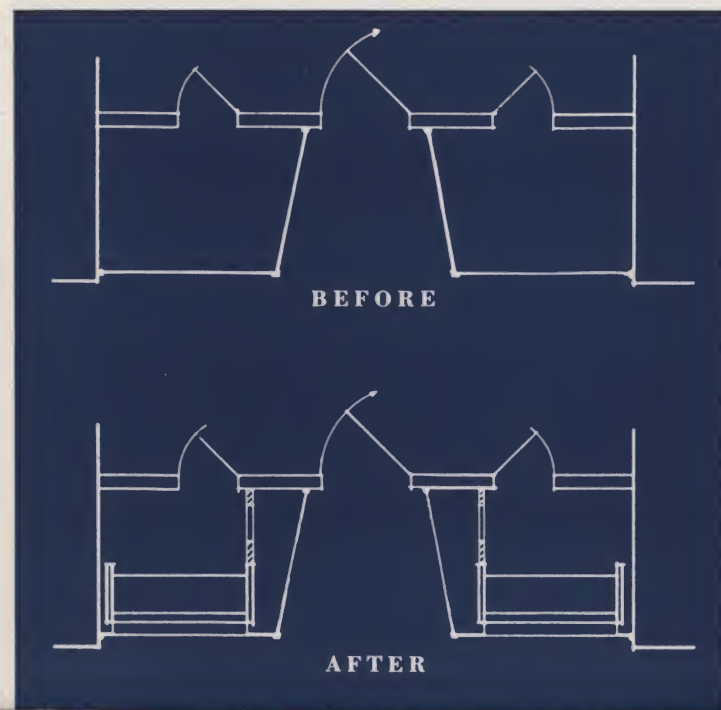
TREATMENT OF VARIOUS



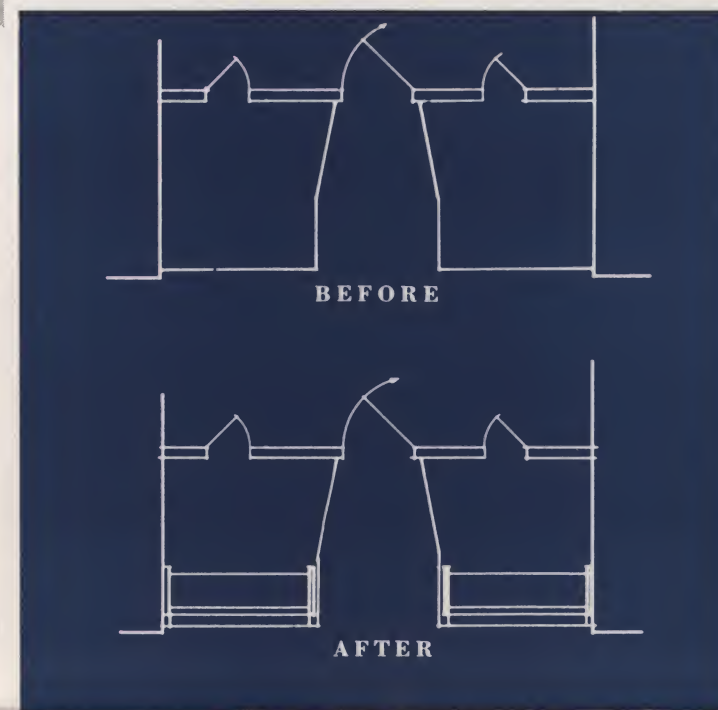
ENTRANCE DISPLAY



ENTRANCE DISPLAY

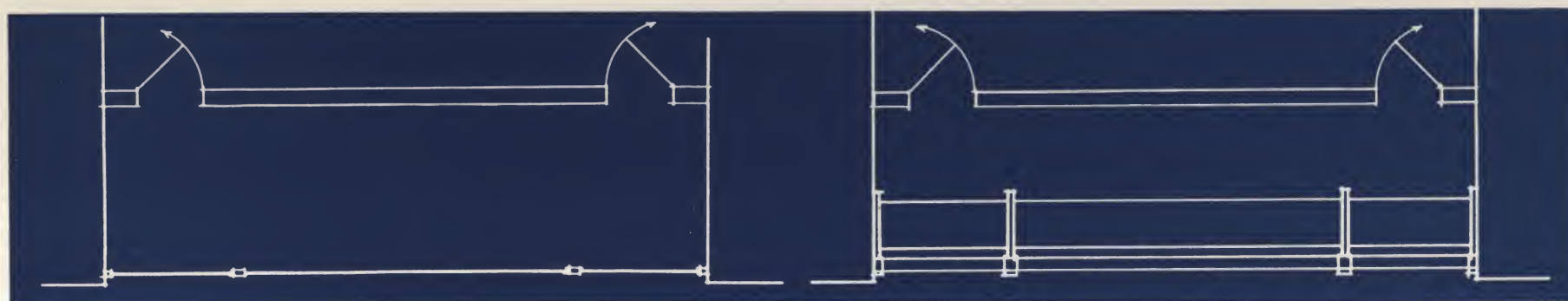


Splay entrance treatment where Invisible Glass Window Unit is kept short to allow for small separate entrance displays.



Splay entrance treatment where Invisible Glass Window Unit is extended full length of front window. Display is seen behind the masked unit end in the entrance way.

WINDOW CONDITIONS



BEFORE

Long mullioned window developed as a triple Invisible Glass Window Unit installation.

AFTER



BEFORE

Round corner window treated by placing Invisible Glass Window Unit installation diagonally across front.

AFTER



BEFORE

Treatment of corner window using two Invisible Glass Window Units Chassis ends brought together behind pier.

AFTER

Typical window conditions showing how Invisible Glass Window Units can be designed to fit all types of windows. These treatments indicate only one solution of a series of possibilities. In the "after" drawings the heavy white lines indicate the ends or sides of the Invisible Glass chassis, where the window has been blocked out at that point. The cross-hatched lines indicate partitions. In all plans, portions of show window not used by an Invisible Glass Window Unit can be treated with plate glass, mirrors or opaque facings.

INVISIBLE GLASS COMPANY OF AMERICA, INC.
33 West 60th Street • New York, N. Y.